

(美) 

著 梁小民 译

经济学原理

（原书第3版）

Principles of Economics (3rd Edition)

上册

机械工业出版社
China Machine Press

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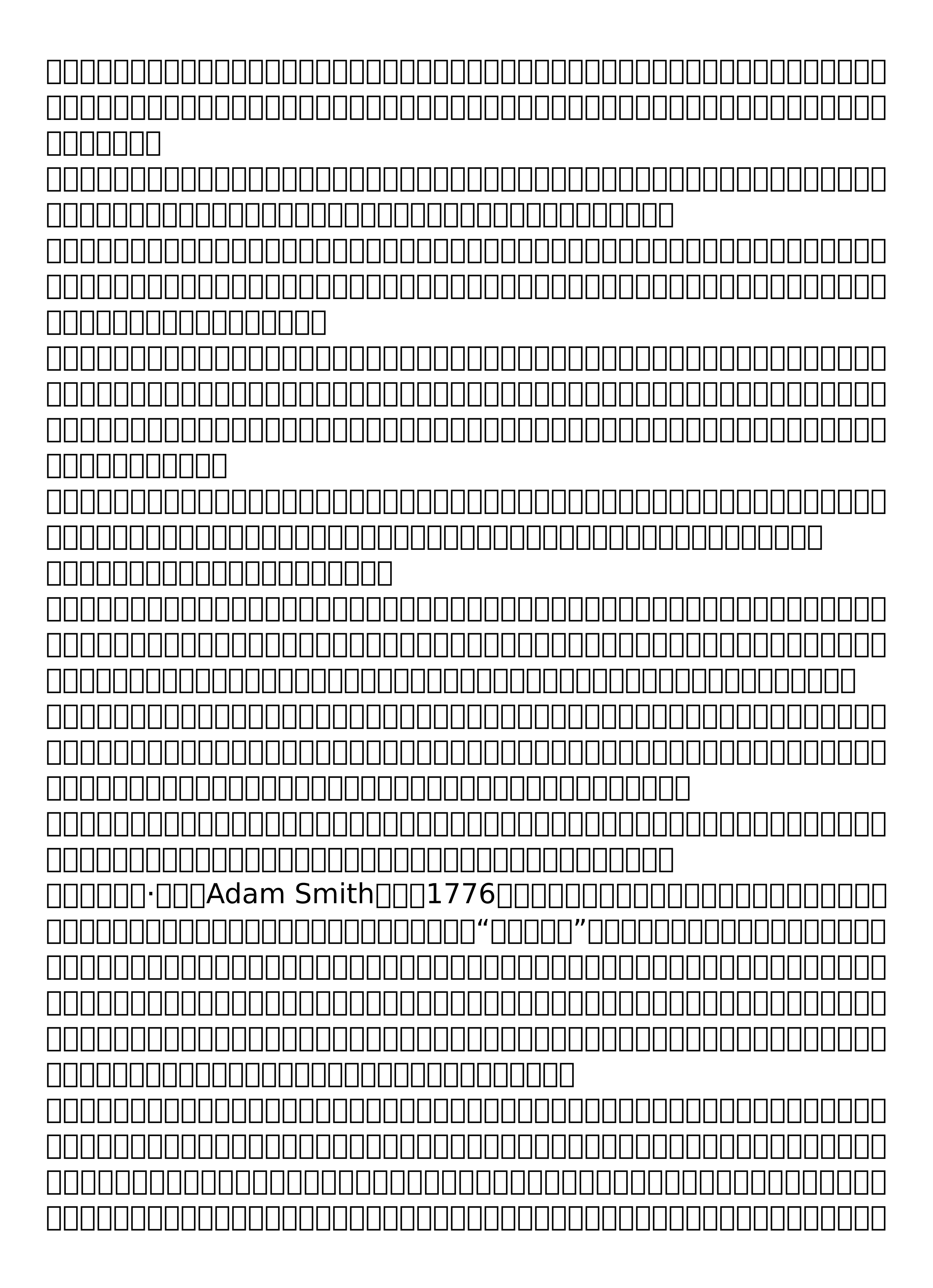
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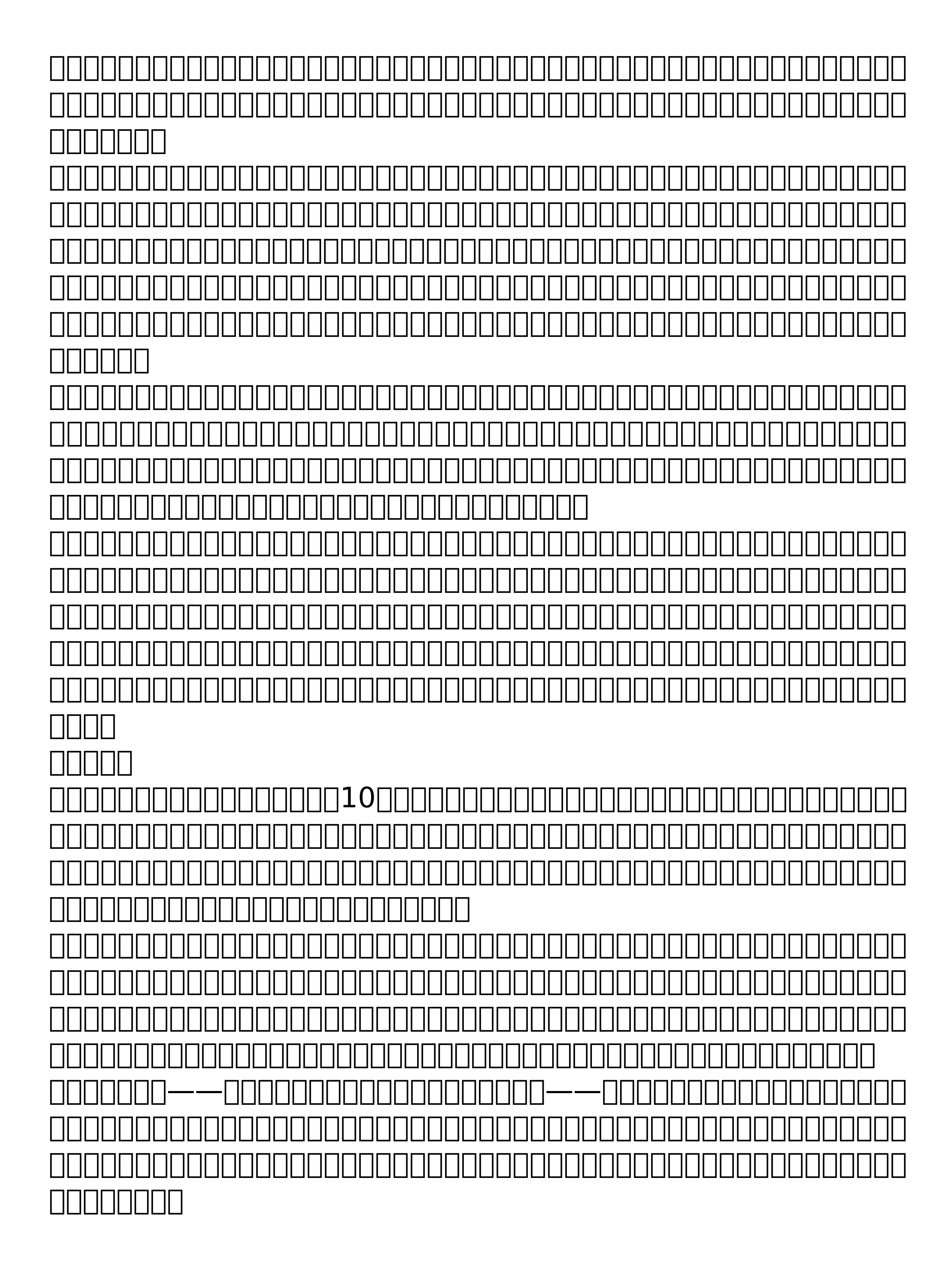
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·Albert Einstein

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17·Isaac Newton



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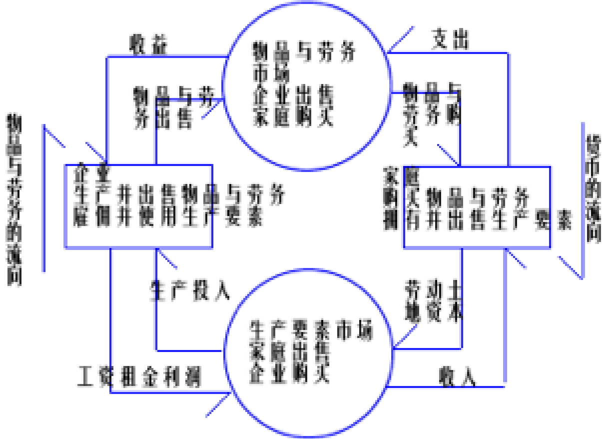
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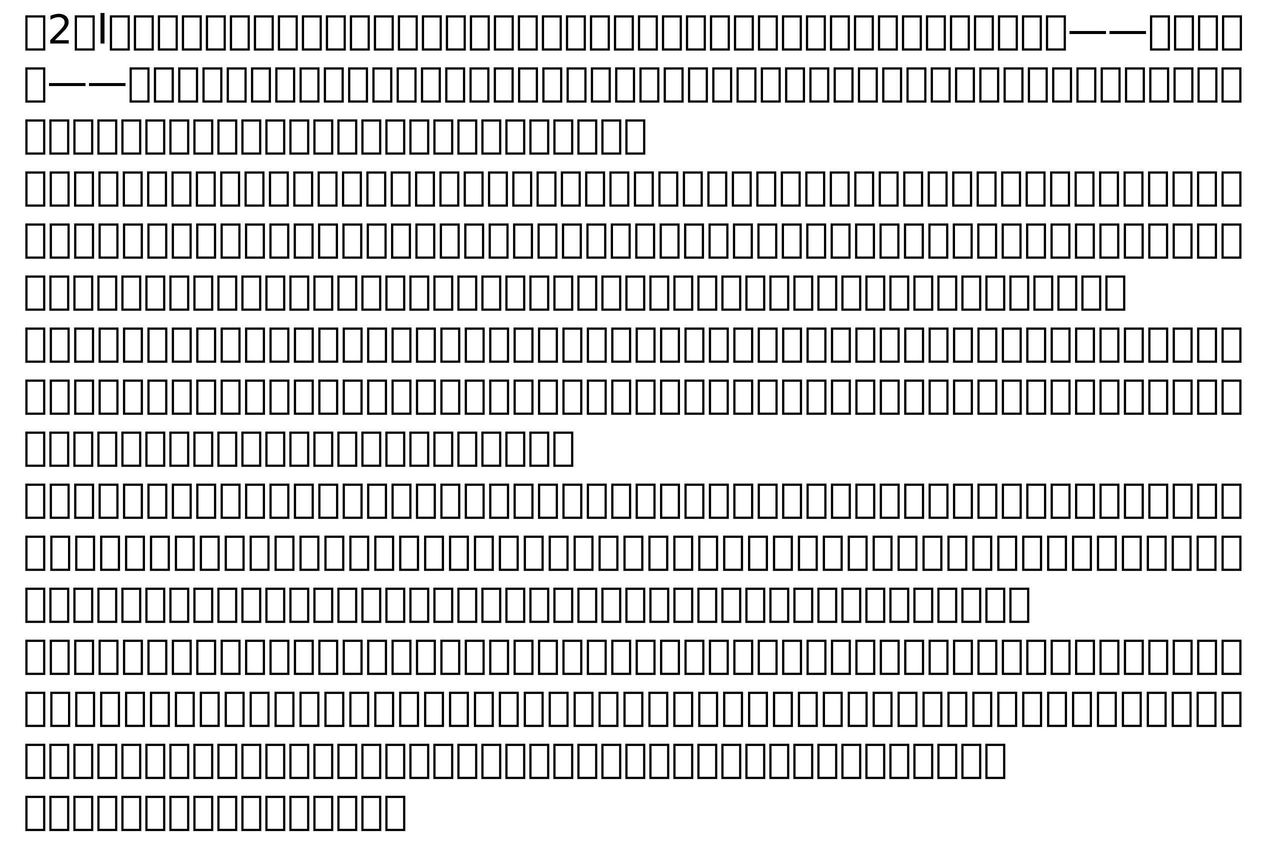
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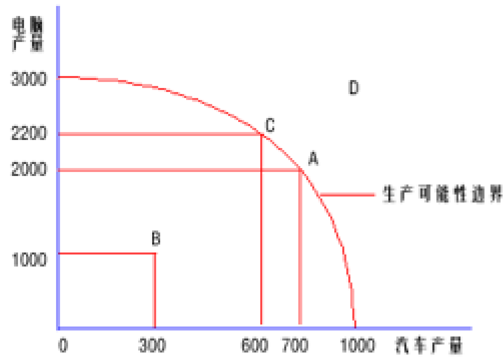
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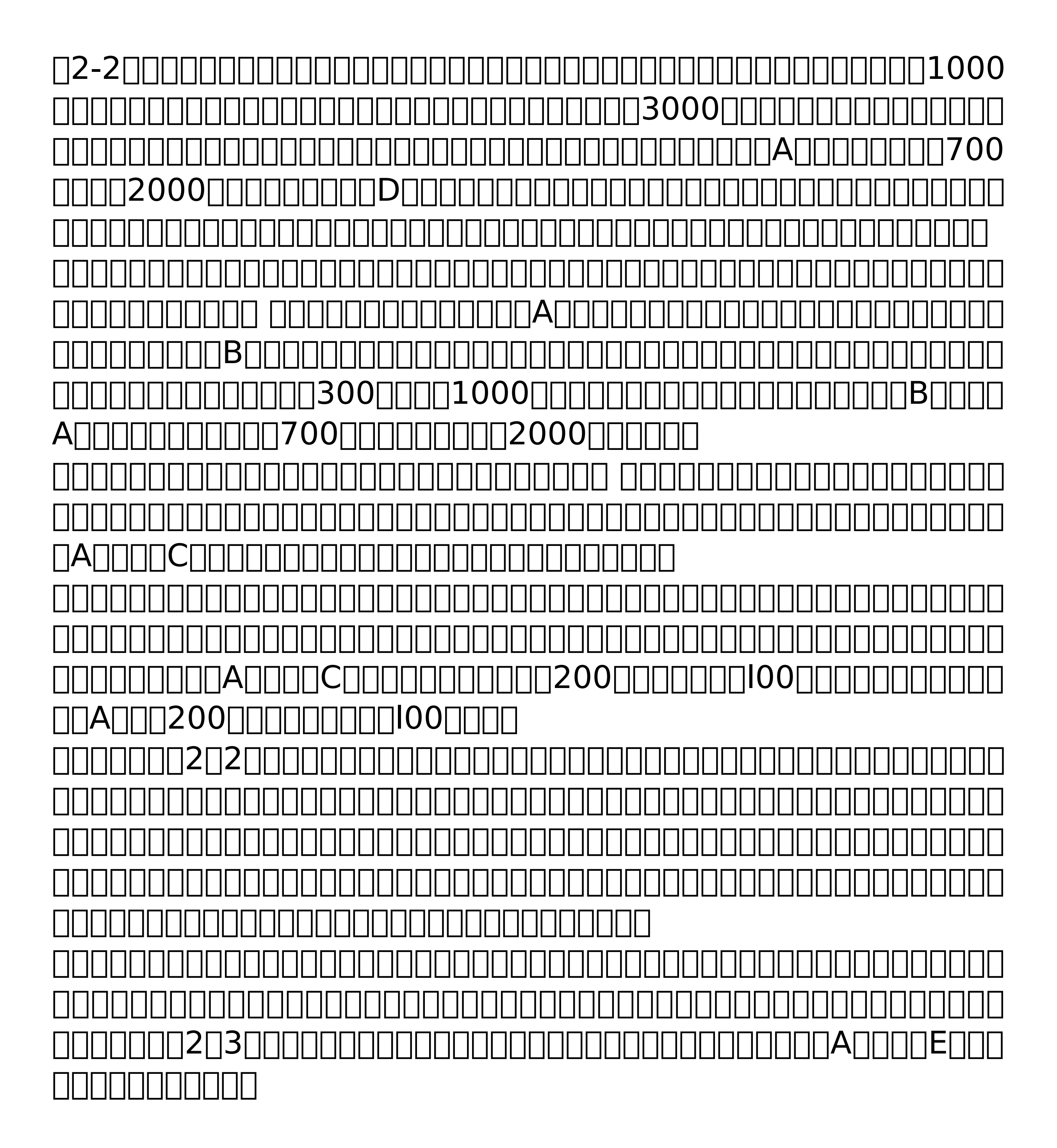

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物品与劳务的流向
货币的流向
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雇佣并使用生产要素
家庭
购买物品与劳务
拥有并出售生产要素
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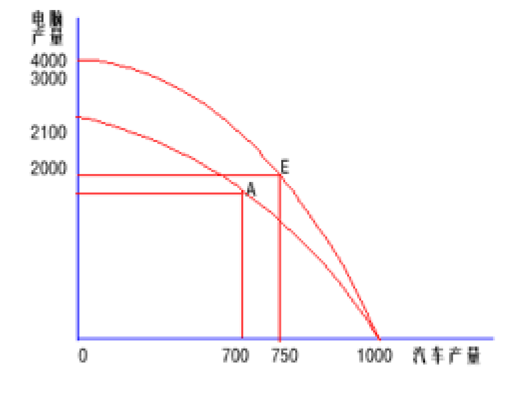
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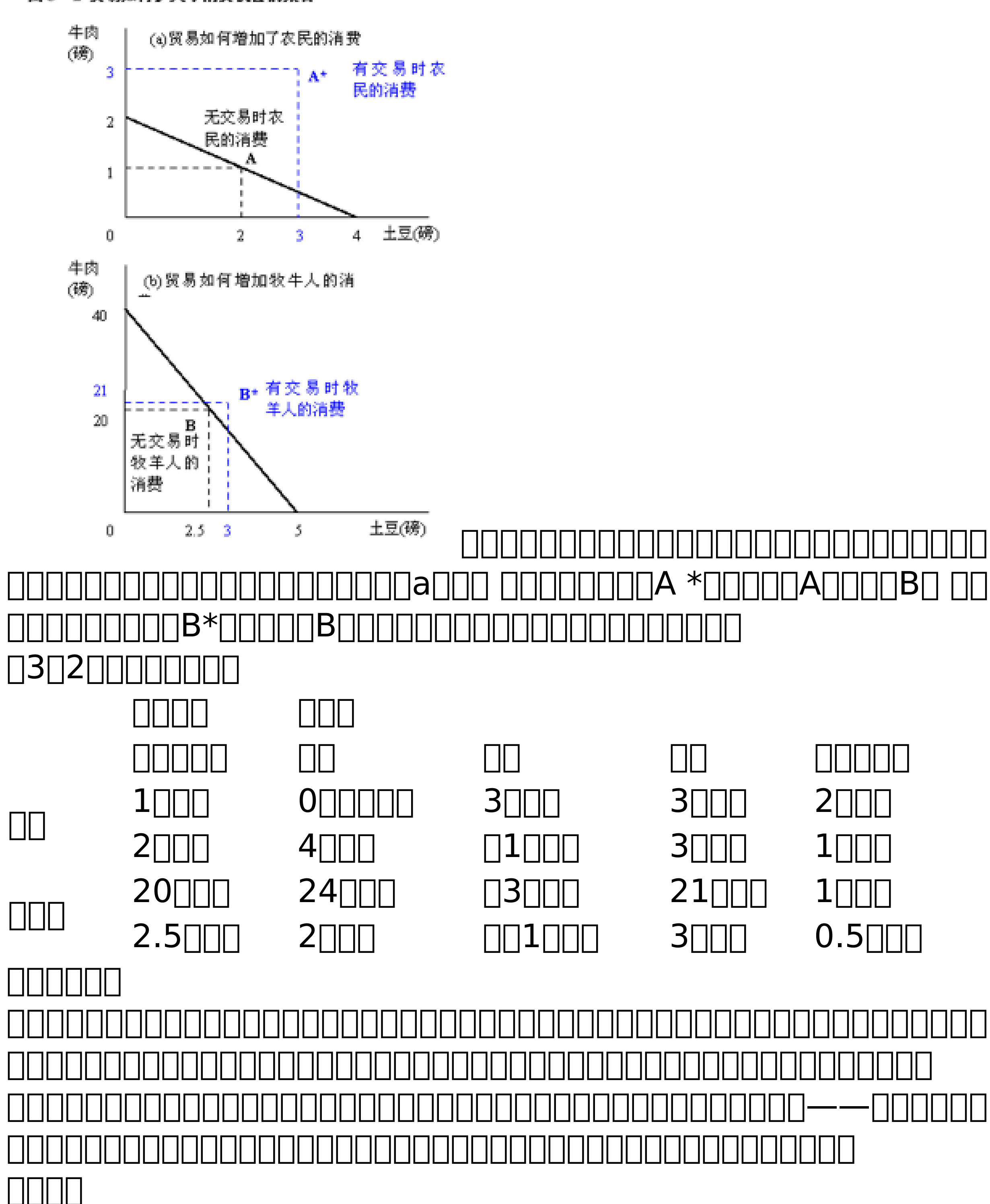
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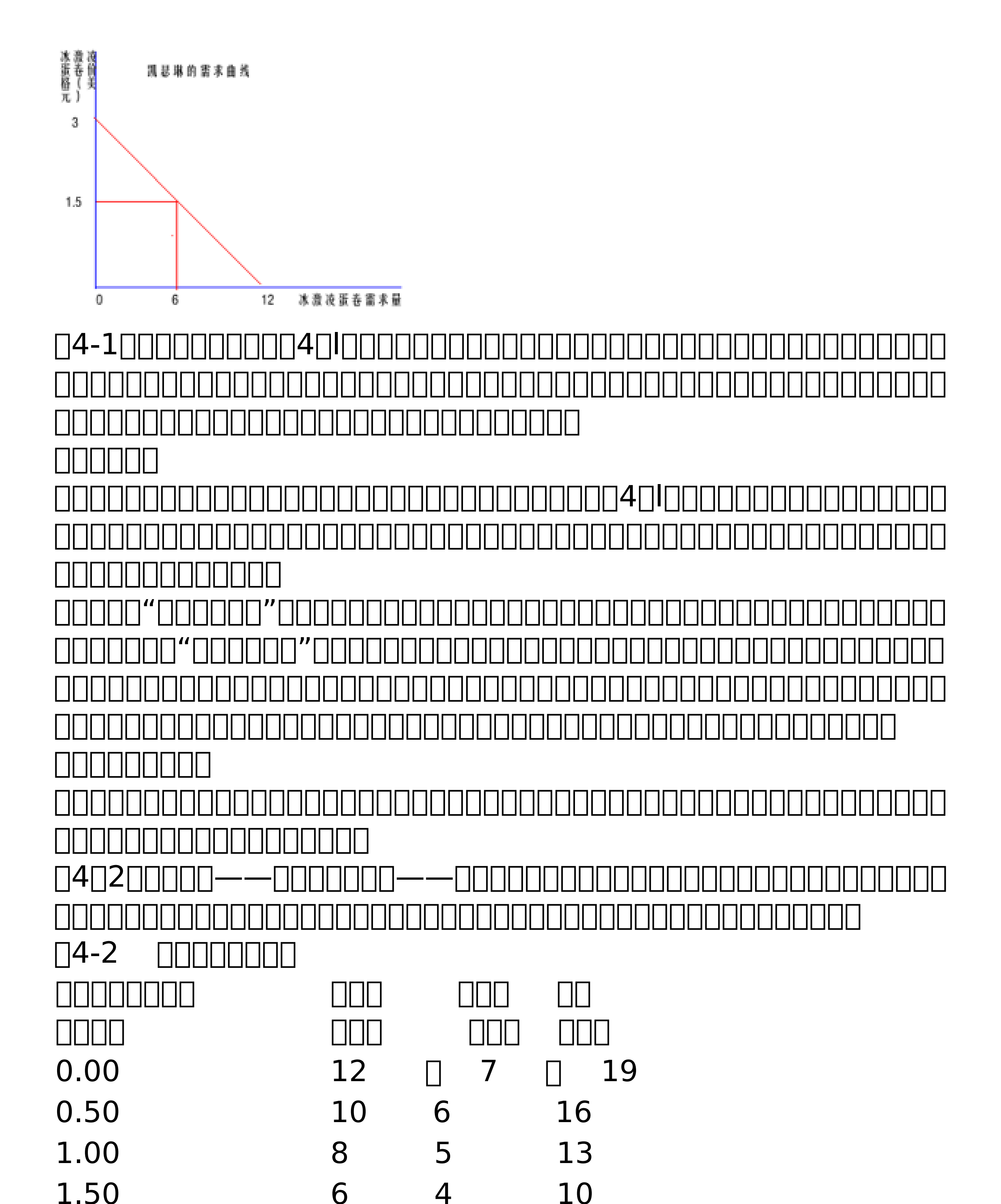
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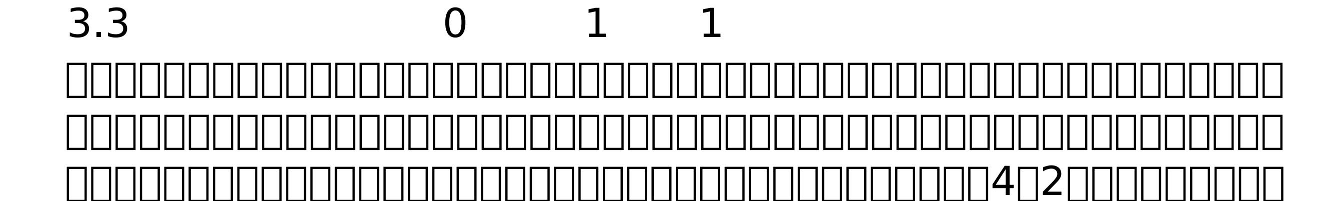
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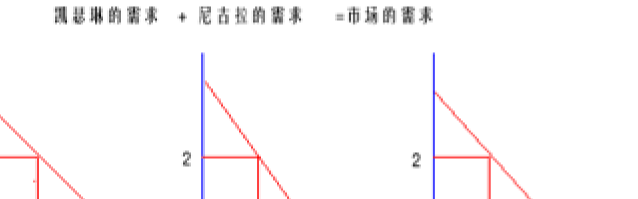
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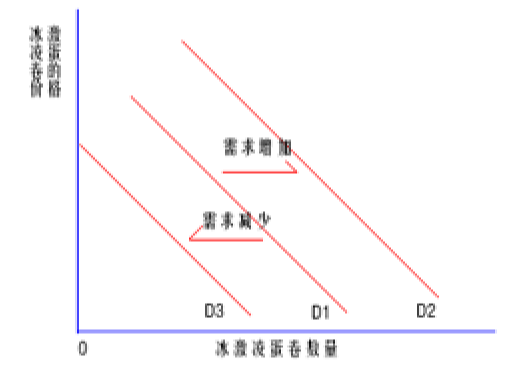
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凯瑟琳的需求
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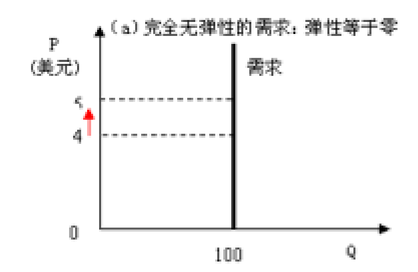
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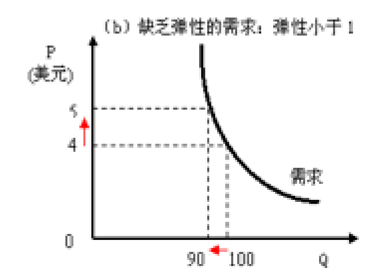
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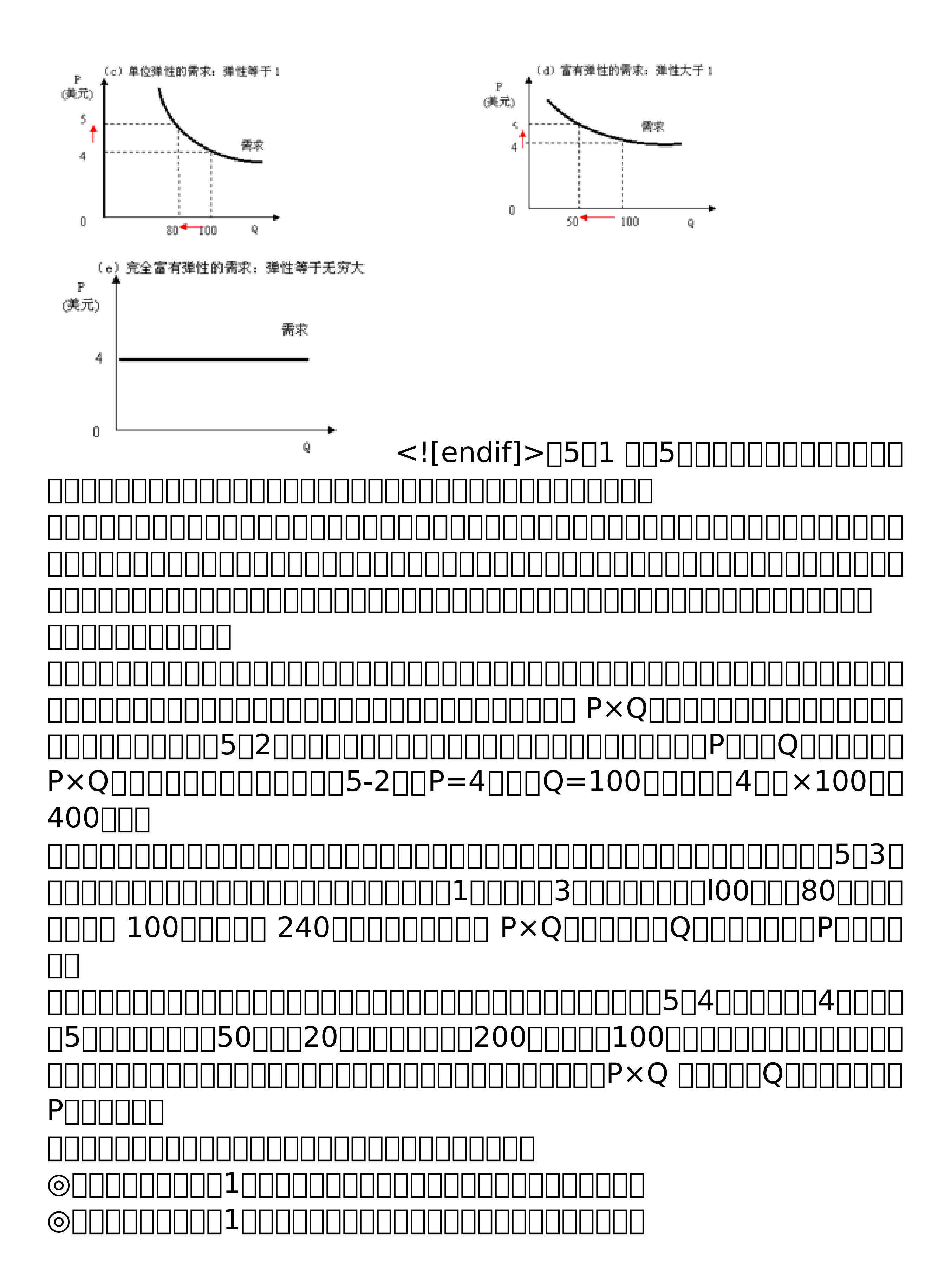
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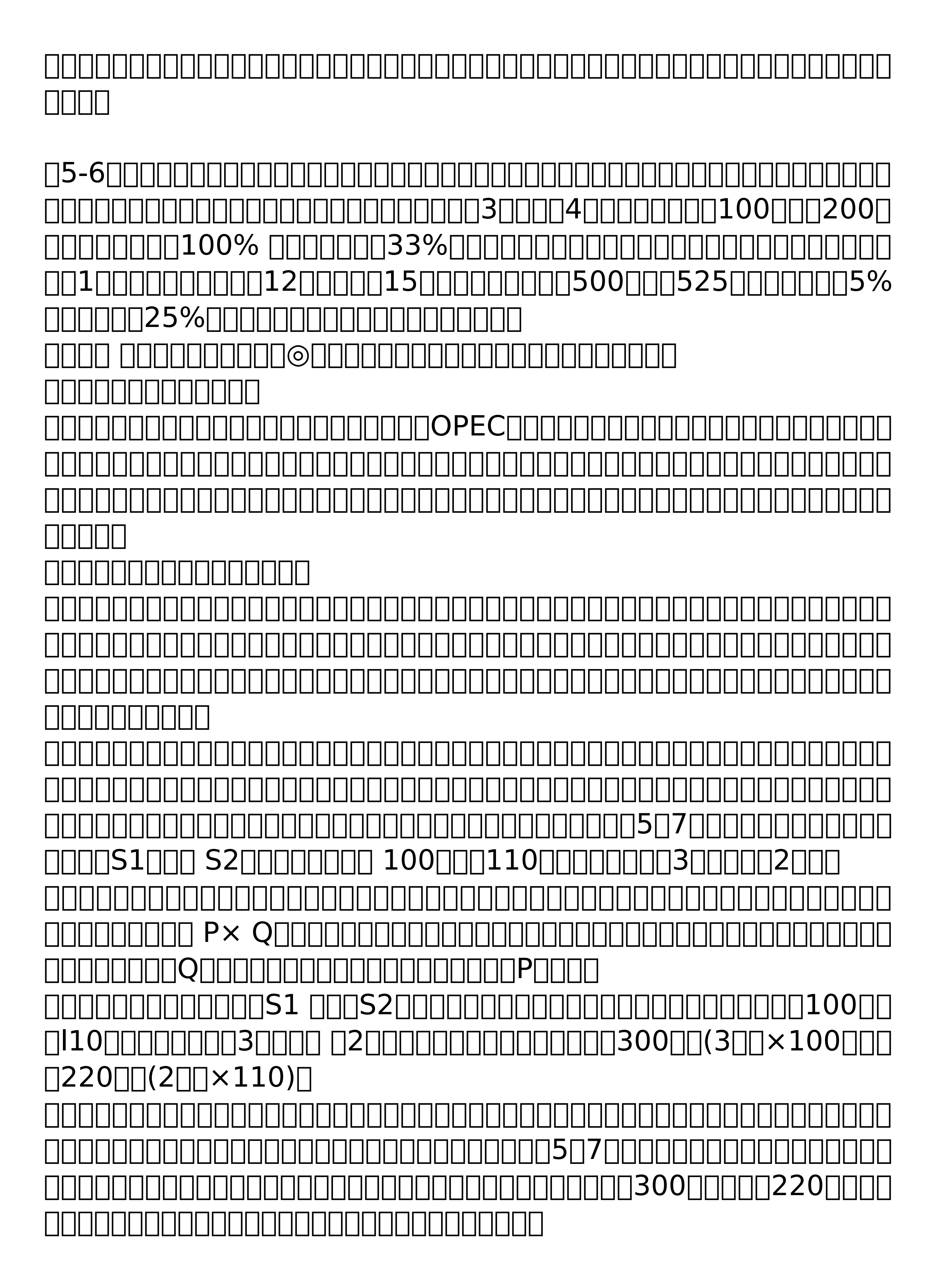
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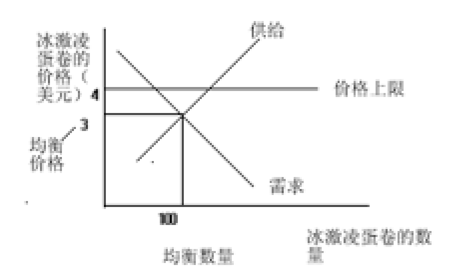
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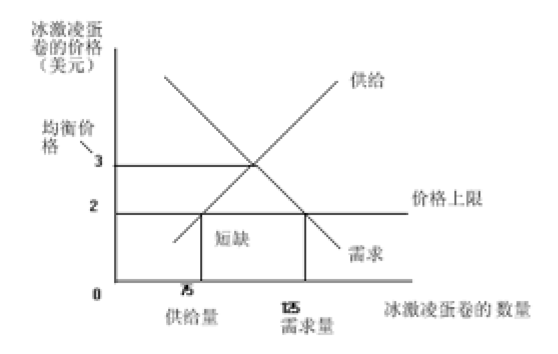
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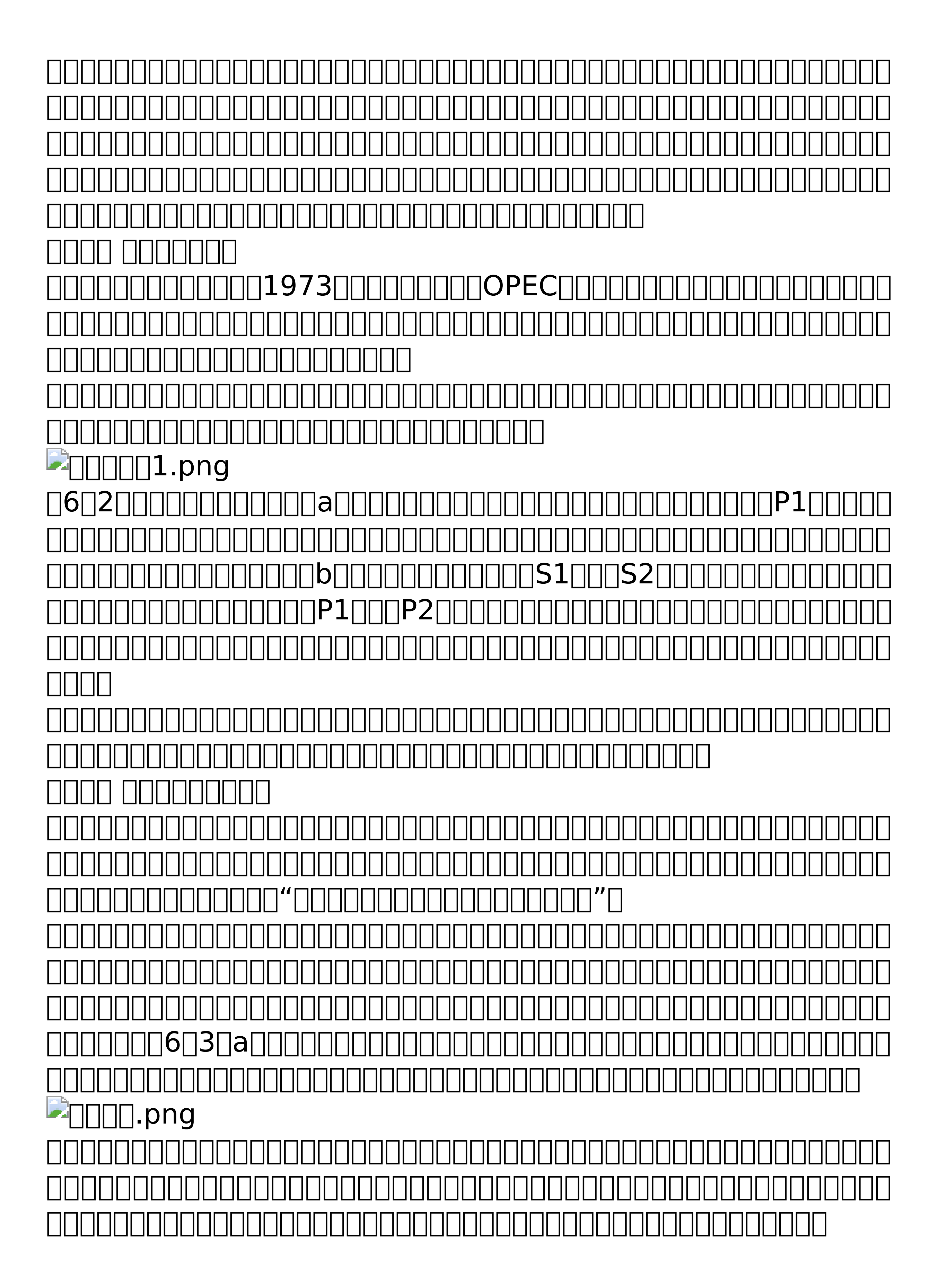


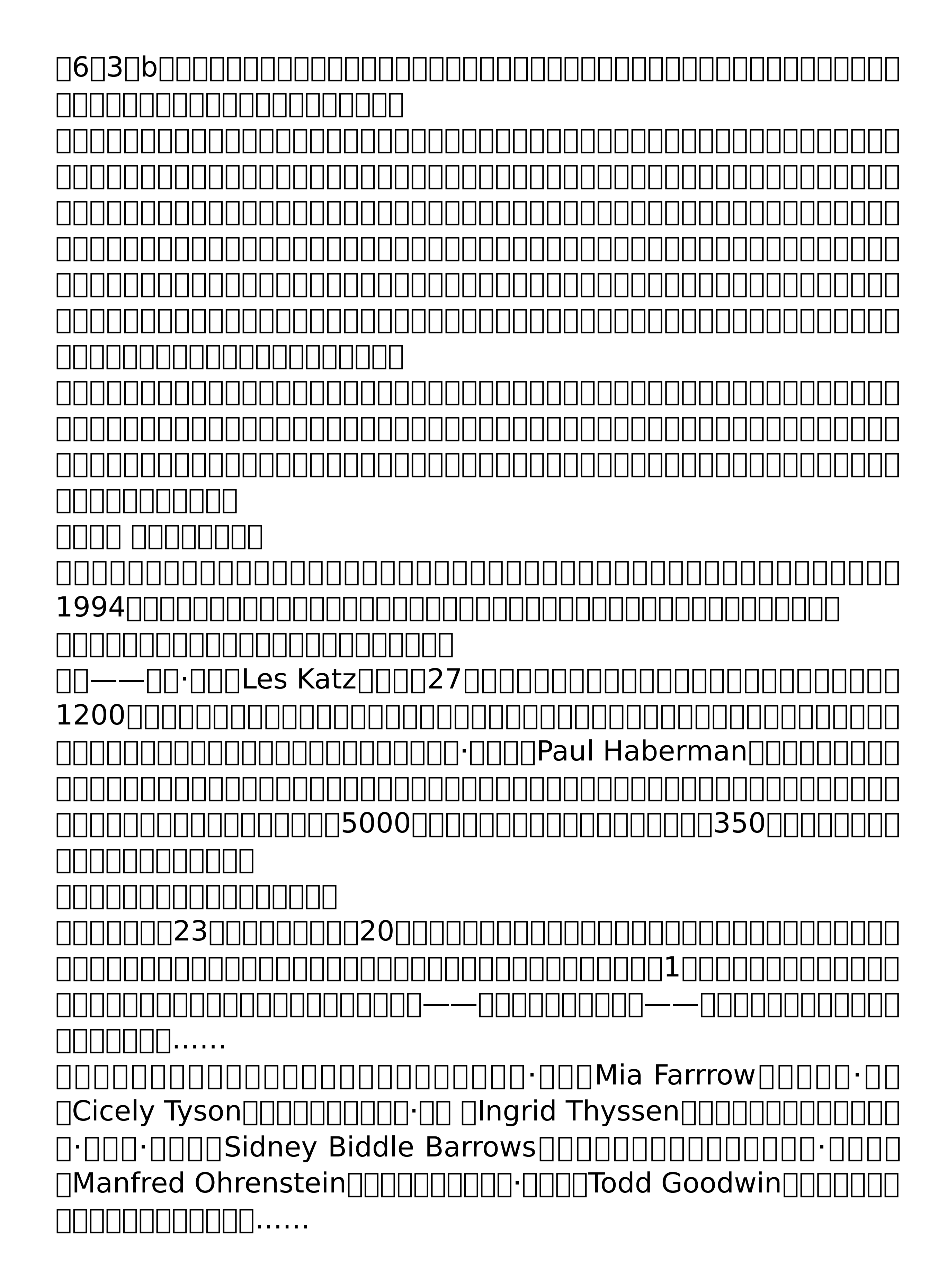
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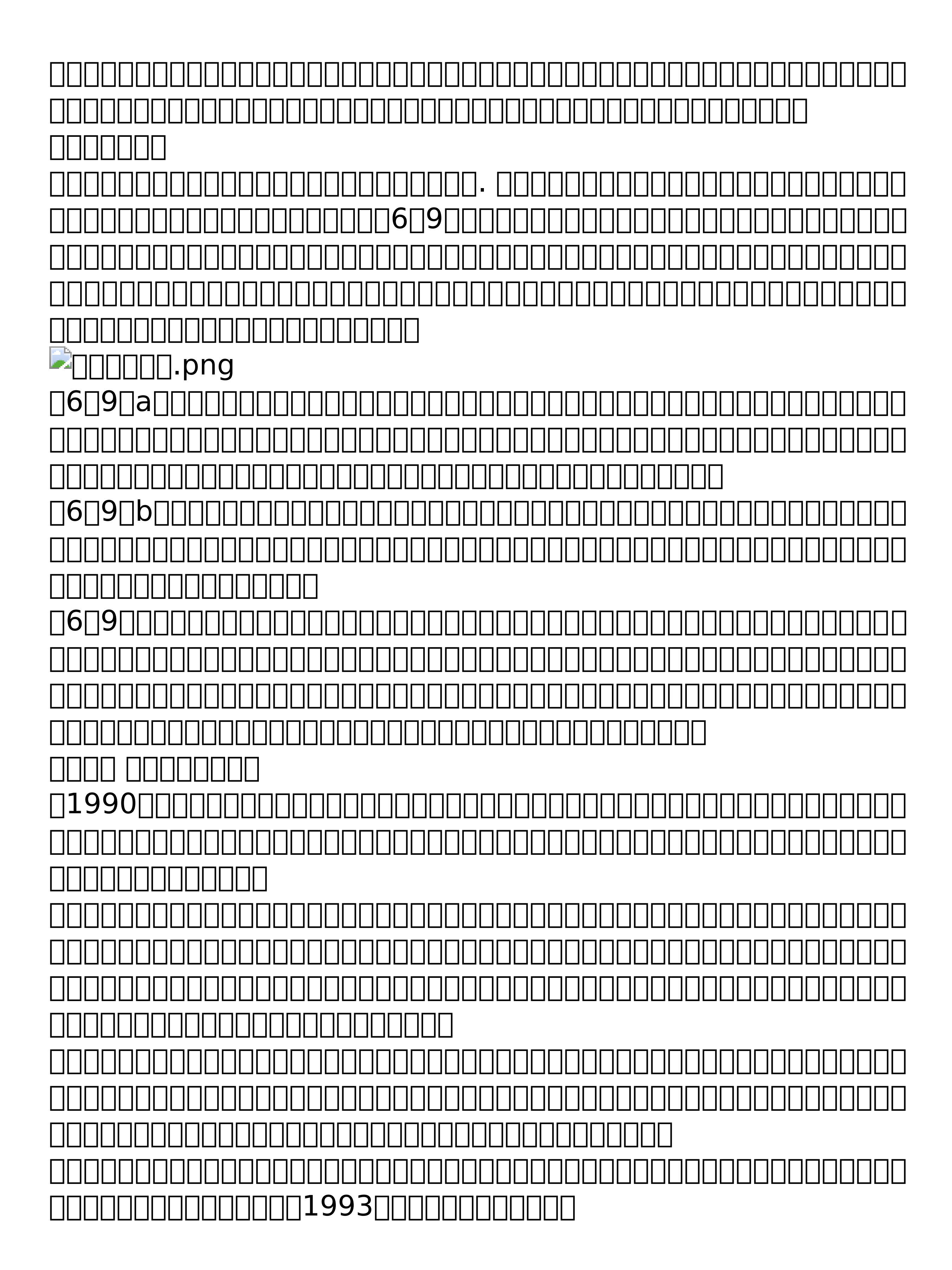
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□□□100□□□□□□□□80□□□□□□□□□□20□□□20□□□□□□□□□□□10O□□□□□□□80□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□

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□□□□□□□□□□□□70□□(□□□□)□,□□□30□□,□□□□10□□40□□□

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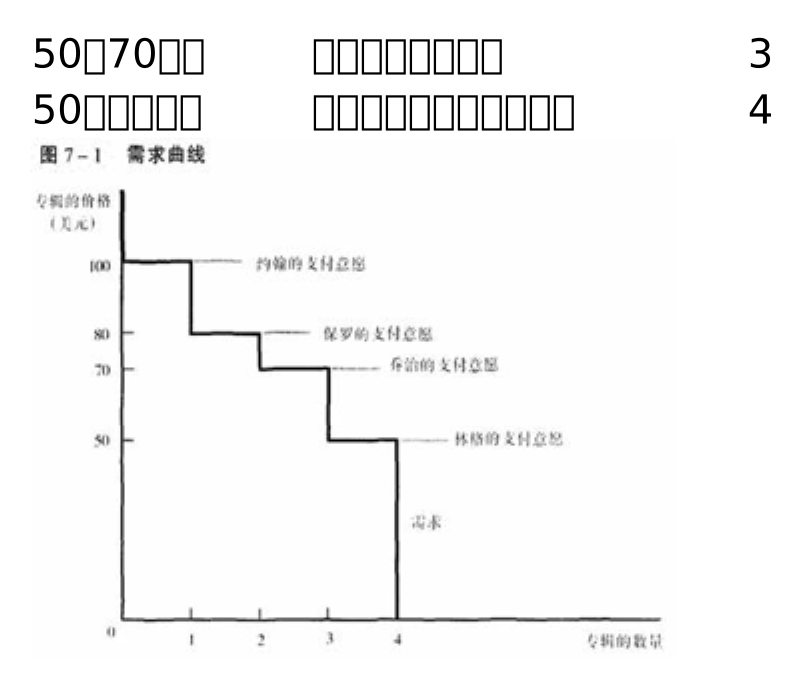
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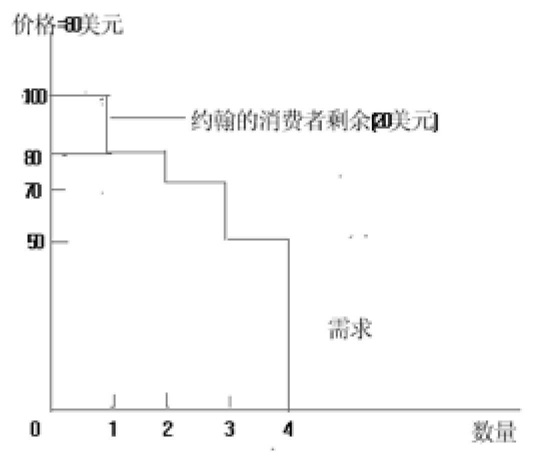
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70□80□□	□□□□	2

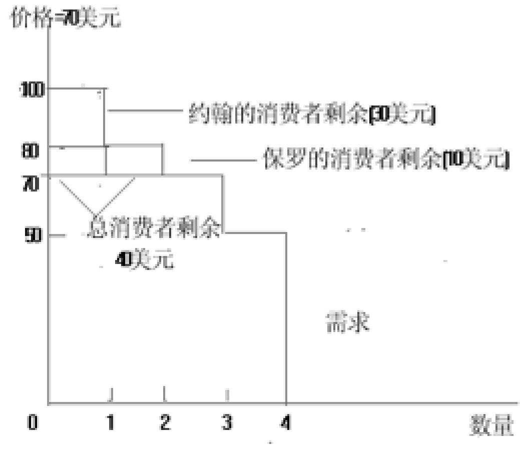
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50□□□□□	□□□□□□□□□□□	4



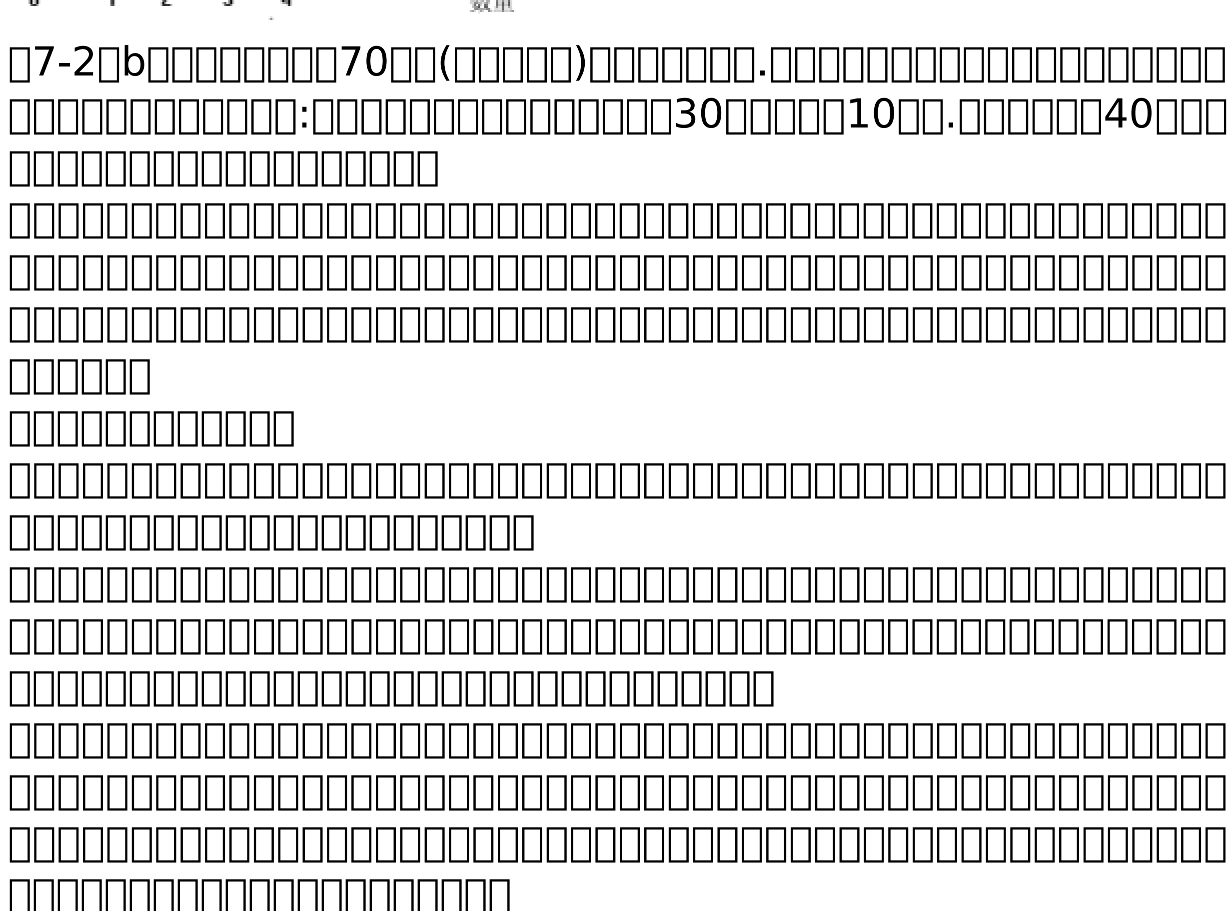
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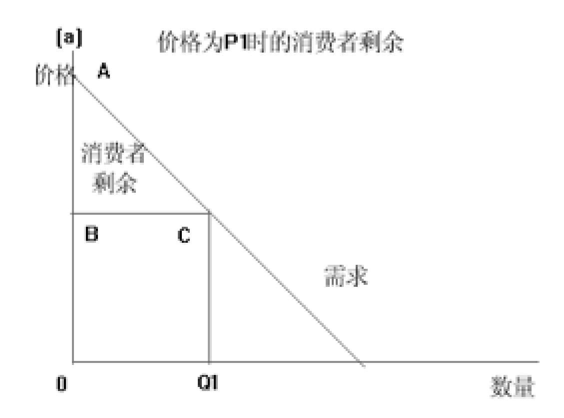


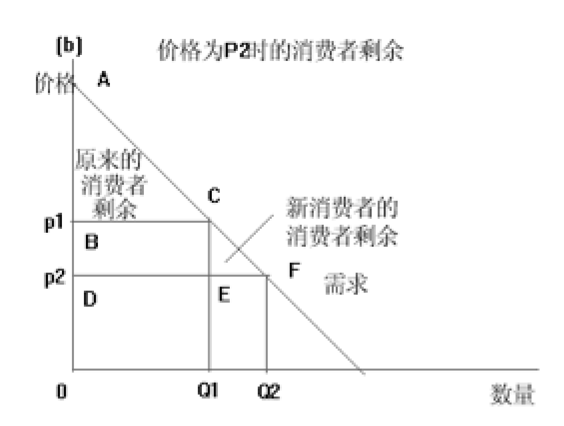
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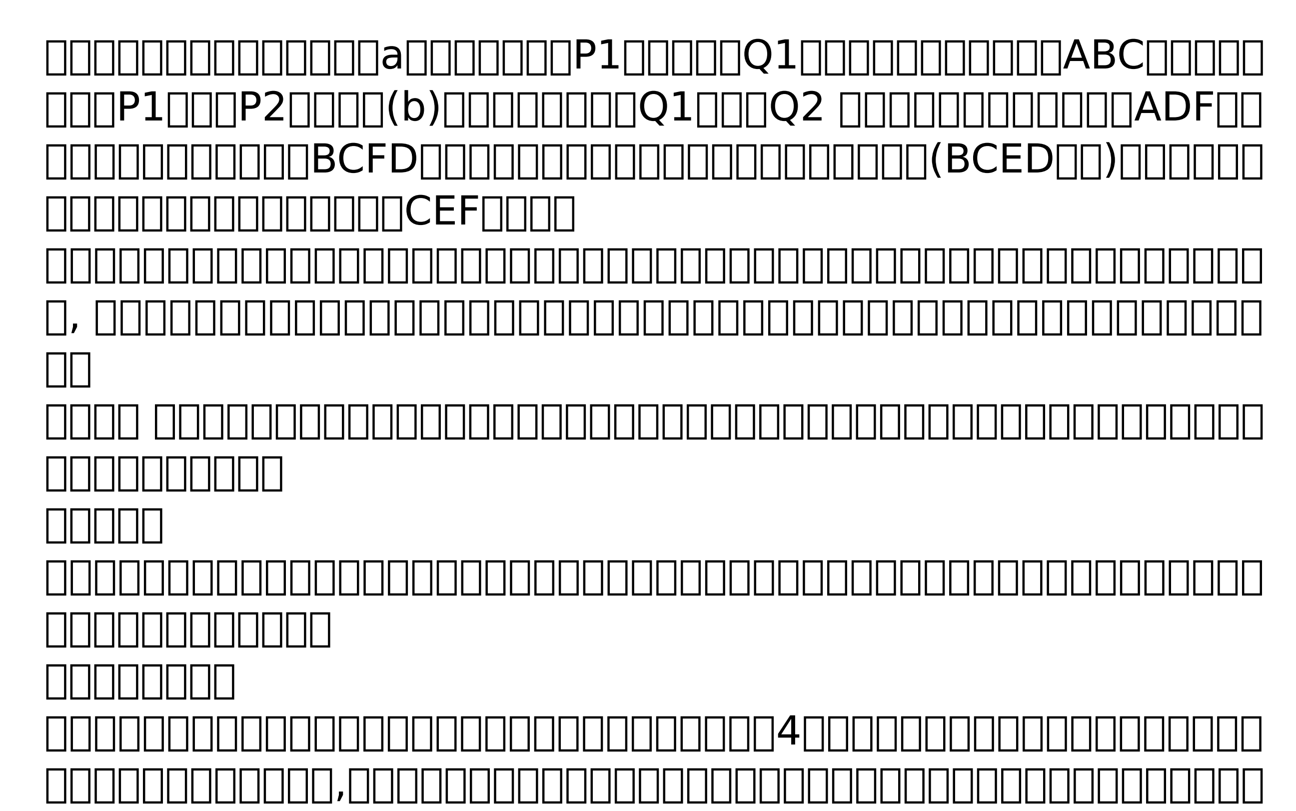


价格=70美元
100
80
70
50
约翰的消费者剩余(30美元)
保罗的消费者剩余(10美元)
总消费者剩余
40美元
需求
0
1
2
3
4
数量




(a)
价格为P1时的消费者剩余
价格
A
消费者
剩余
B
C
需求
0
Q1
数量


(b)
价格为P2时的消费者剩余
价格
A
原来的
消费者
剩余
C
新消费者的
消费者剩余
p1
B
p2
F
需求
D
E
0
Q1
Q2
数量



[illegible]

[illegible]7-3[illegible]

[illegible]600[illegible]. [illegible]500[illegible]6[illegible]

[illegible]7-3 [illegible]

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[illegible]	800
[illegible]	600
[illegible]	500

[illegible]500[illegible]600[illegible]100[illegible]

[illegible].[illegible]

[illegible]800[illegible]800[illegible]300[illegible]200[illegible]500[illegible]

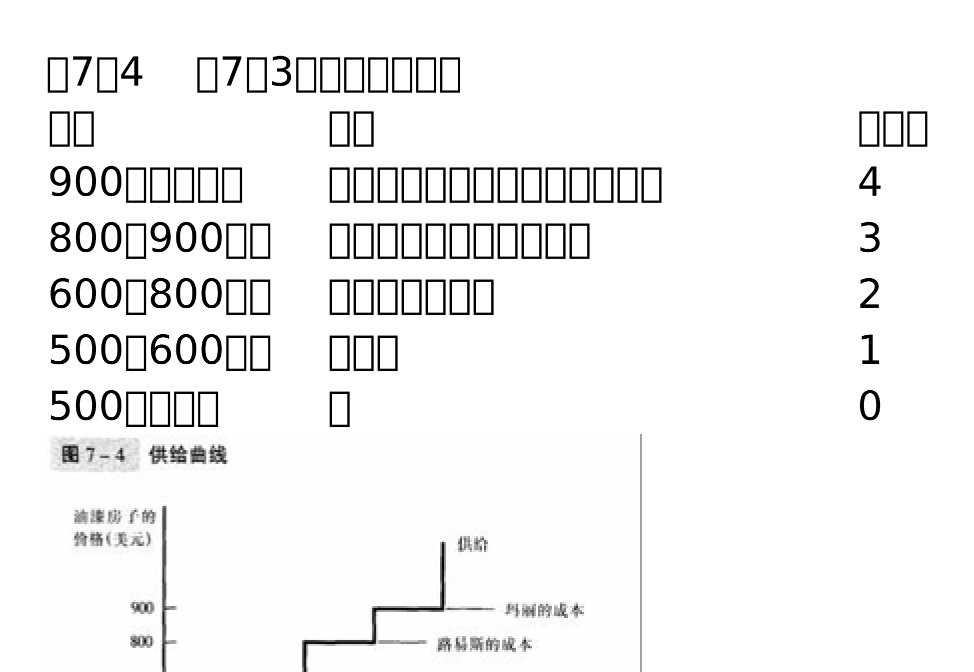
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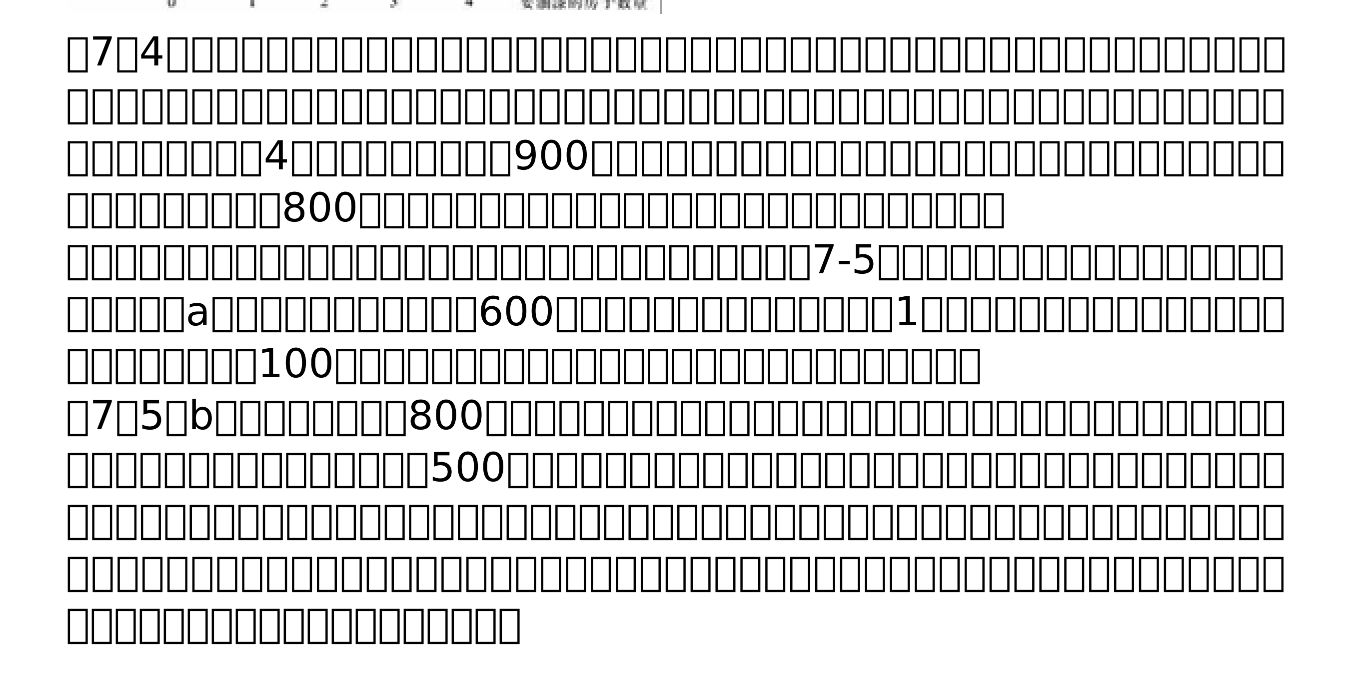
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□7□4　□7□3□□□□□□

□□	□□	□□□
900□□□□□	□□□□□□□□□□□□□□	4
800□900□□	□□□□□□□□□□□	3
600□800□□	□□□□□□□	2
500□600□□	□□□	1
500□□□□	□	0



□7□4□□4□□□□□□□□□900□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□800□□□□□□□□□□□□□□□□□□□□□□□□□□

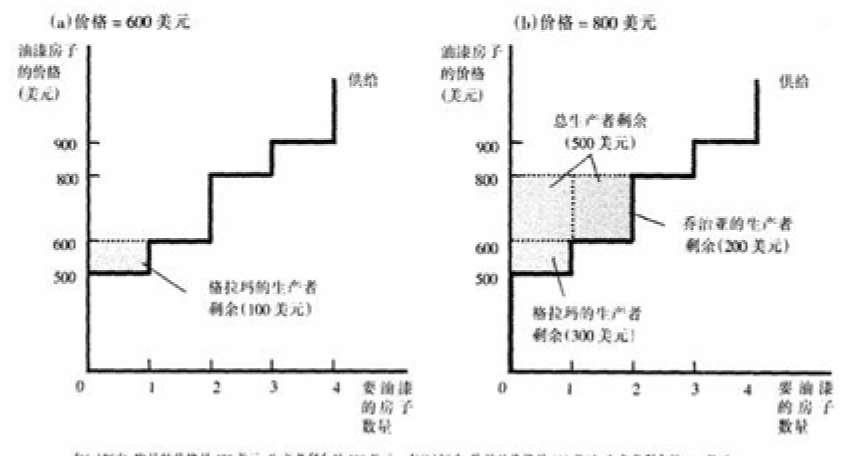


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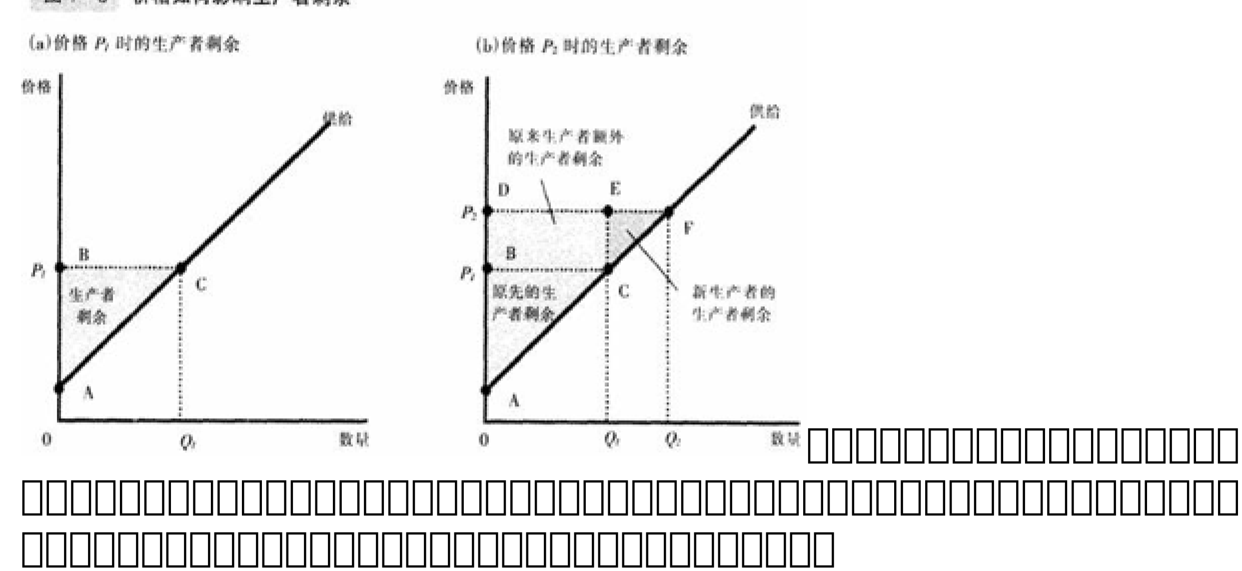
□7□5□b□□□□□□□□800□□500□□



图 7－5　用供给曲线衡量生产者剩余



在(a)幅中，物品的价格是 600 美元，生产者剩余是 100 美元。在(b)幅中，物品的价格是 800 美元，生产者剩余是 500 美元。


图 7－6　价格如何影响生产者剩余

[illegible] [illegible]

[illegible]

[illegible]?

[illegible]

[illegible]?

[illegible].

[illegible]

[illegible]=[illegible]-[illegible]

[illegible]

[illegible]=[illegible]-[illegible]

[illegible]

[illegible]=[illegible]-[illegible]+[illegible]-[illegible]

[illegible]

[illegible]=[illegible]-[illegible]

[illegible]

[illegible]

[illegible],[illegible]

[illegible]

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[illegible]

[illegible]

[illegible]

[illegible]7[illegible]7[illegible]

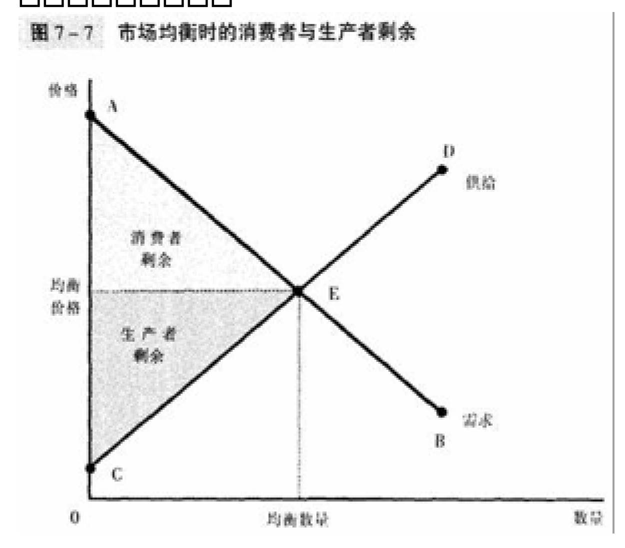


图 7－7 市场均衡时的消费者与生产者剩余

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[illegible]

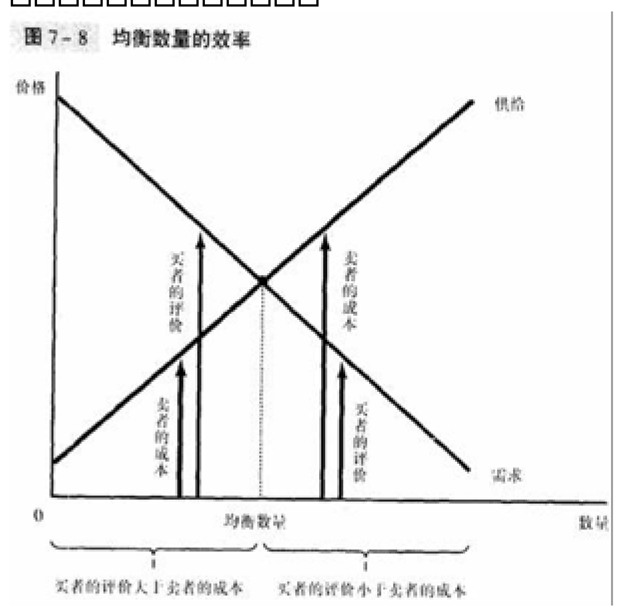
1.[illegible]

2.[illegible]

[illegible]

[illegible]

3.[illegible]


图 7－8　均衡数量的效率
价格
供给
需求
买者的评价
卖者的成本
卖者的成本
买者的评价
0
均衡数量
数量
买者的评价大于卖者的成本
买者的评价小于卖者的成本

[illegible]“[illegible]30[illegible]”[illegible]Knicks[illegible]280[illegible]“[illegible]?”

[illegible]

[illegible]“[illegible]”[illegible]

“[illegible]”[illegible]C.V[illegible]·[illegible]William J[illegible]Baumol[illegible]“[illegible]”

[illegible]TKTS[illegible] 1973[illegible]TKTS[illegible]

[illegible]20[illegible]50[illegible]12.5[illegible]

“[illegible]10[illegible]15[illegible]”[illegible]·H.[illegible]Richard H. Thaler[illegible]“[illegible]”……

[illegible]100[illegible]……

[illegible]10[illegible]16[illegible]

[illegible]The New York Times,December,26,1992,p.A1

[illegible]

[illegible]——[illegible]——[illegible]

[illegible]

[illegible], [illegible]) [illegible]

[illegible]

[illegible]——[illegible]

[illegible]——[illegible]

[illegible]

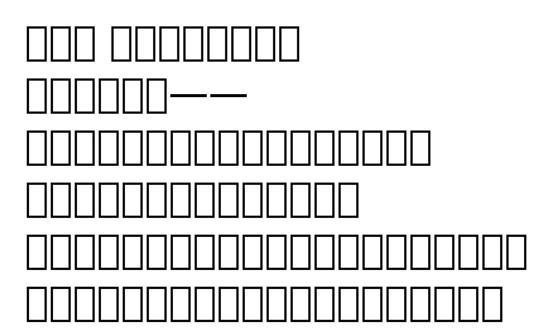
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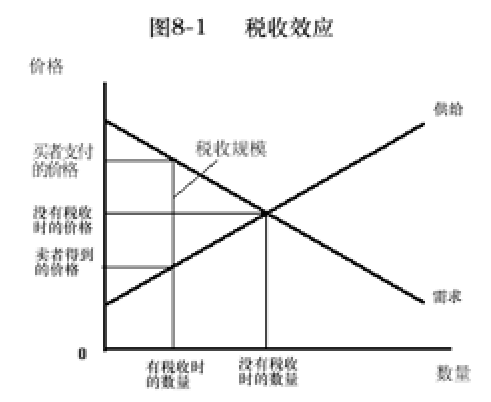
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◎[illegible]




价格
供给
税收规模
买者支付的价格
没有税收时的价格
卖者得到的价格
需求
0
有税收时的数量
没有税收时的数量
数量
图8-1 税收效应

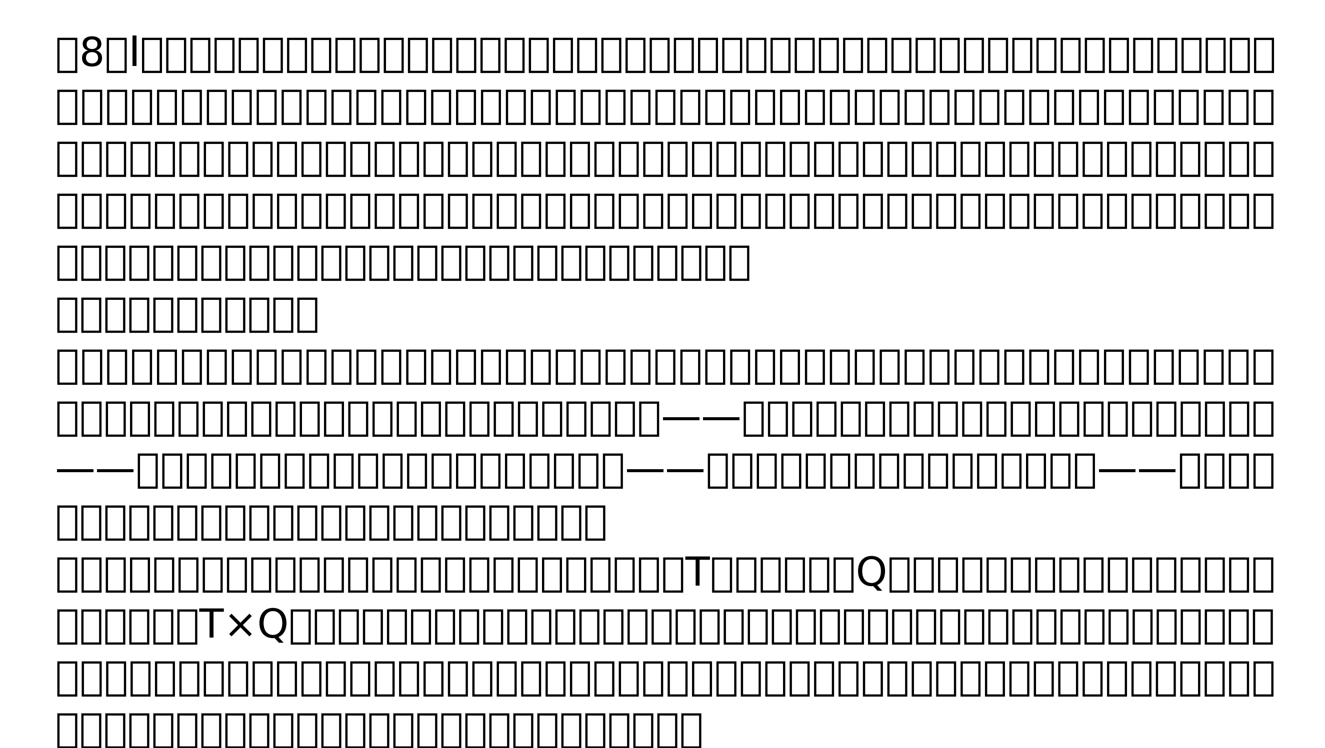
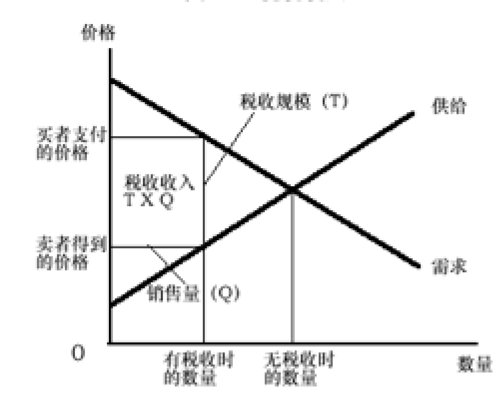


图8-2 税收收入


价格
税收规模（T）
供给
买者支付
的价格
税收收入
T X Q
卖者得到
的价格
销售量（Q）
需求
0
有税收时
的数量
无税收时
的数量
数量

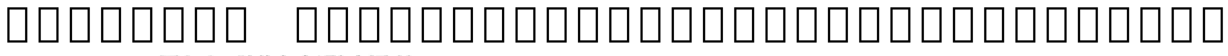
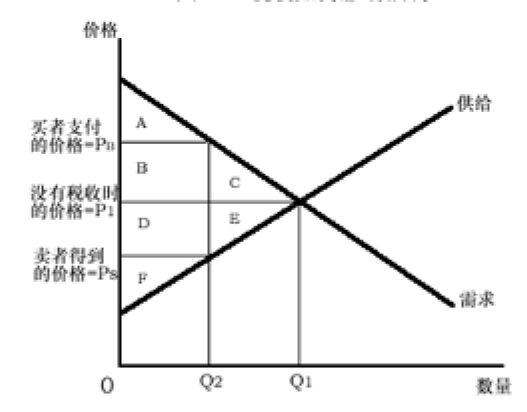
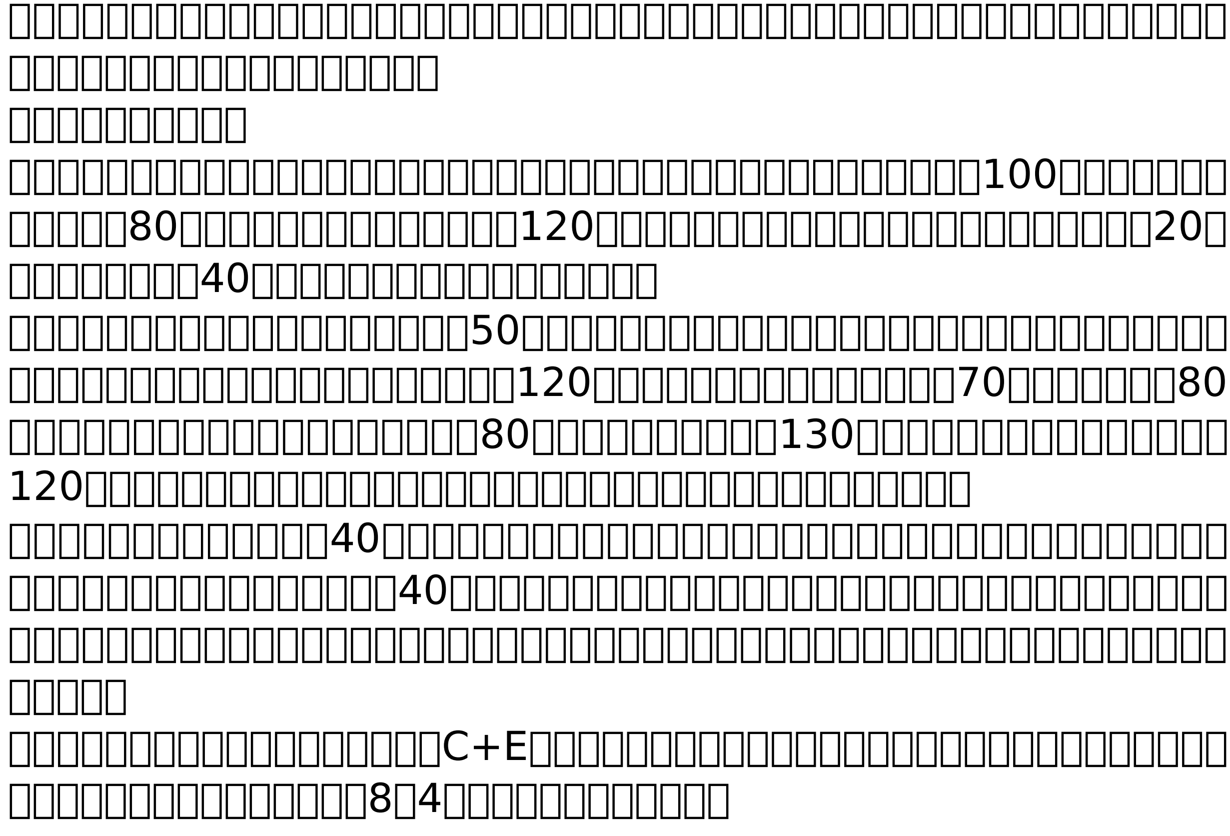
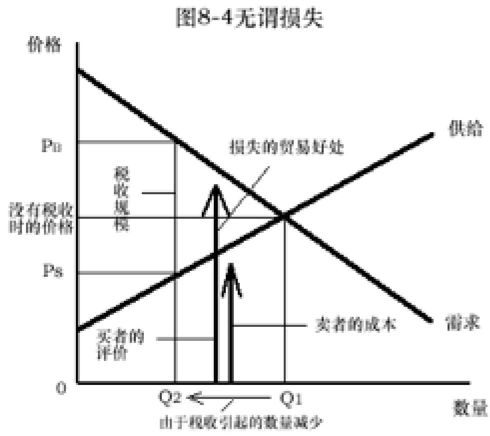
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图8-3 税收如何影响福利



□8□3□□□□□□□□□□A□F□□□□□□□□
□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□P1□□□□Q1□□□□□□□□□□□□
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□B□D□F□□8□1□□□□□□□□□□□
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□□





价格
供给
PB
损失的贸易好处
税收规模
没有税收时的价格
PS
需求
买者的评价
卖者的成本
0
Q2
Q1
数量
由于税收引起的数量减少

图8-4无谓损失

图 8-5 税收扭曲与弹性

(a)缺乏弹性的供给
价格
供给
当供给比较缺乏弹性时，税收的无谓损失小
税收规模
需求
0
数量
(b)富有弹性的供给
价格
当供给比较富有弹性时，税收的无谓损失大
税收规模
供给
需求
0
数量
(c)缺乏弹性的需求
价格
税收规模
供给
当需求比较缺乏弹性时，税收的无谓损失小
需求
0
数量
(d)富有弹性的需求
价格
供给
税收规模
需求
当需求比较富有弹性时，税收的无谓损失大
0
数量

[illegible]

[illegible]

◎[illegible]——[illegible]

◎[illegible]——[illegible]——[illegible]

◎[illegible]

◎[illegible]“[illegible]”[illegible]

[illegible]

[illegible] [illegible]·[illegible]

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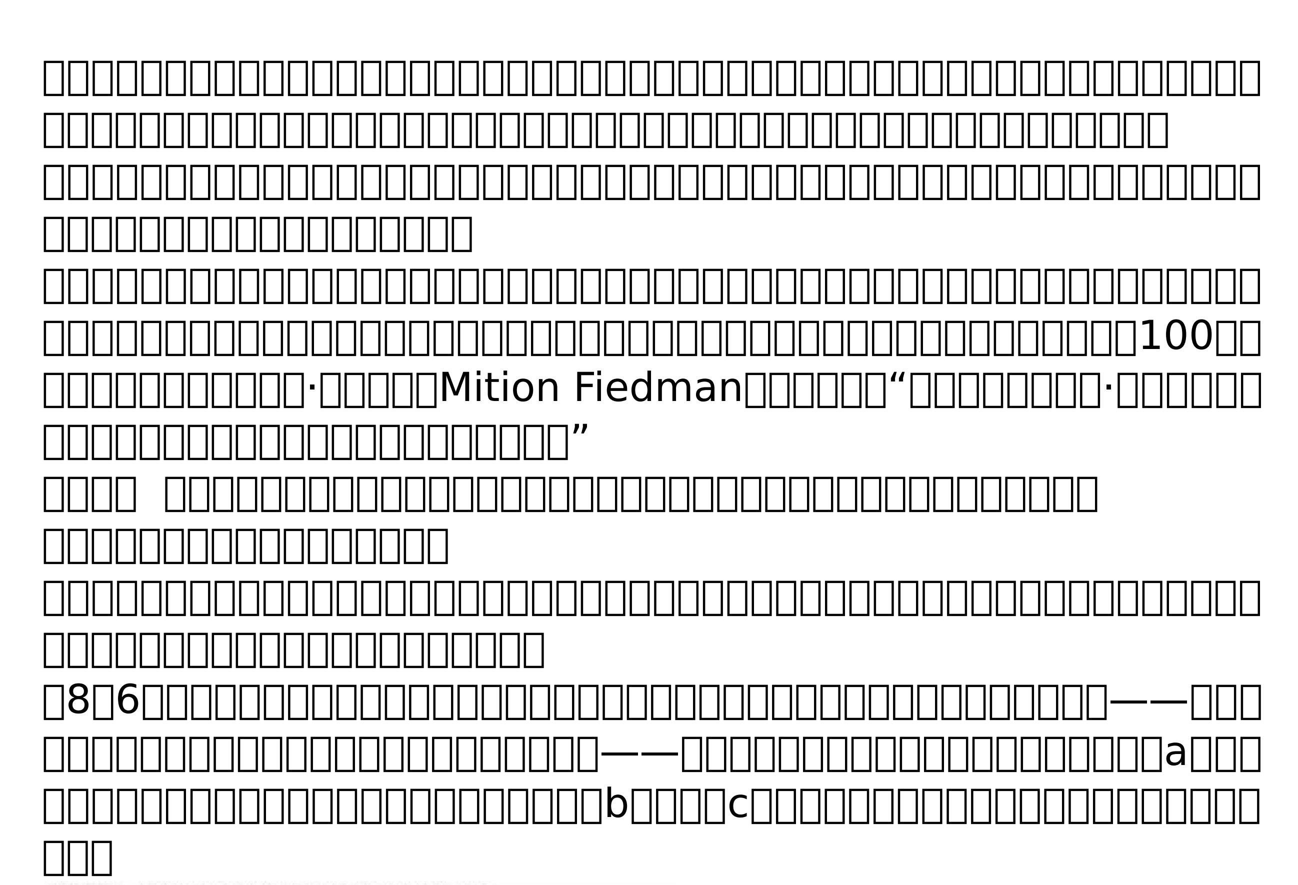
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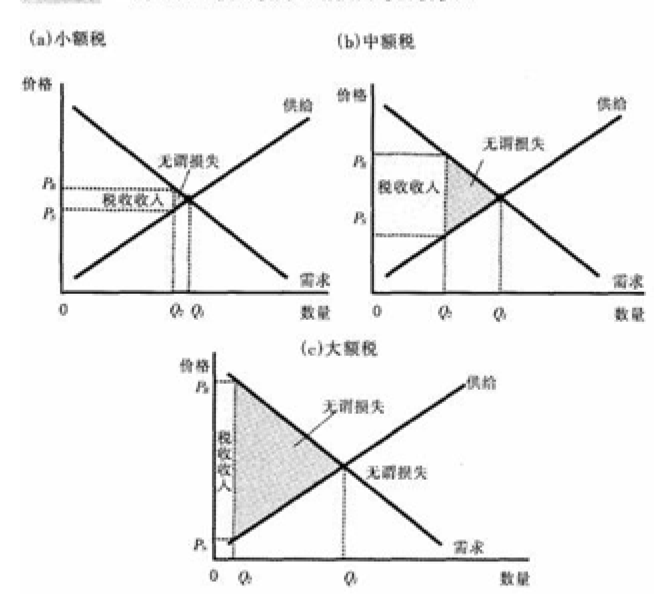


图 8－6　三种不同规模税收的无谓损失与税收收入

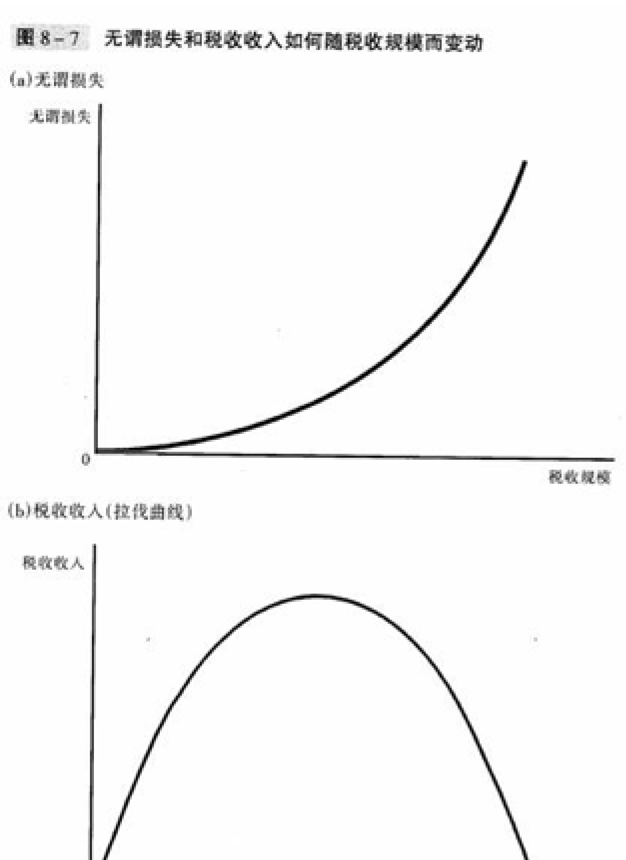


图8－7 无谓损失和税收收入如何随税收规模而变动

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52%“”

·Leonid Kuchlma
·Viktor Pynzenyk

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52%15%
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19963340%
640%“”

The New York Times,November14.1996,p.D2.

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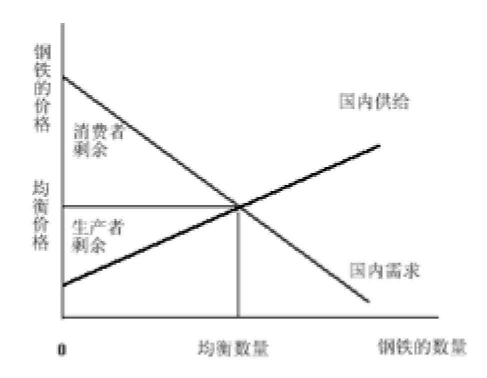
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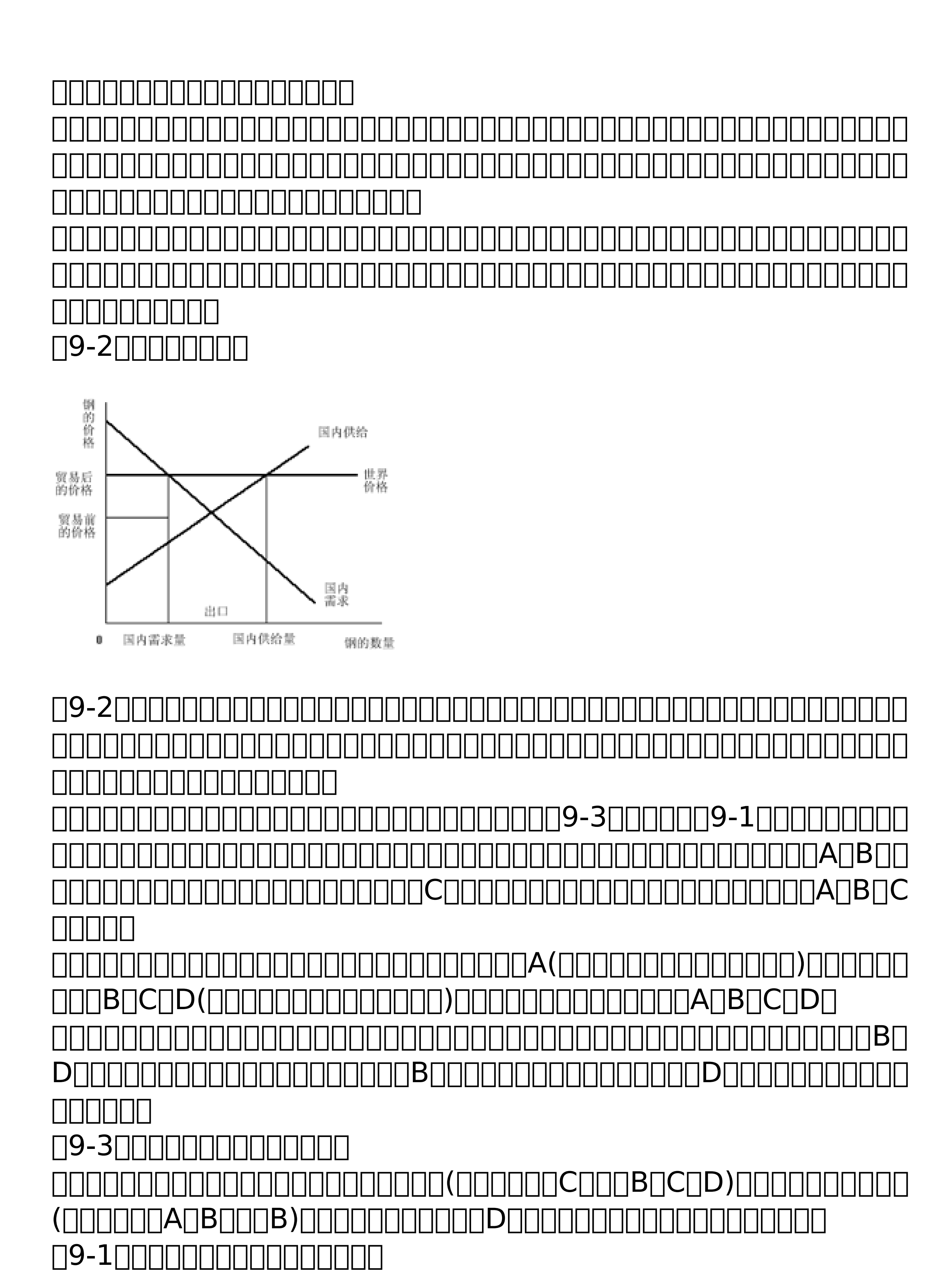
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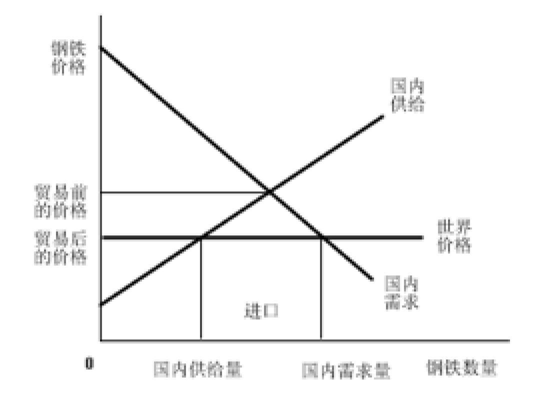
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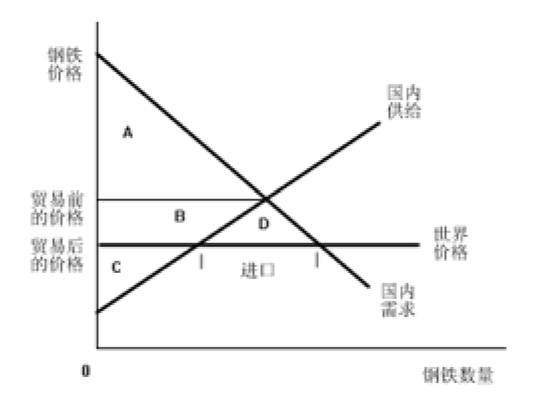


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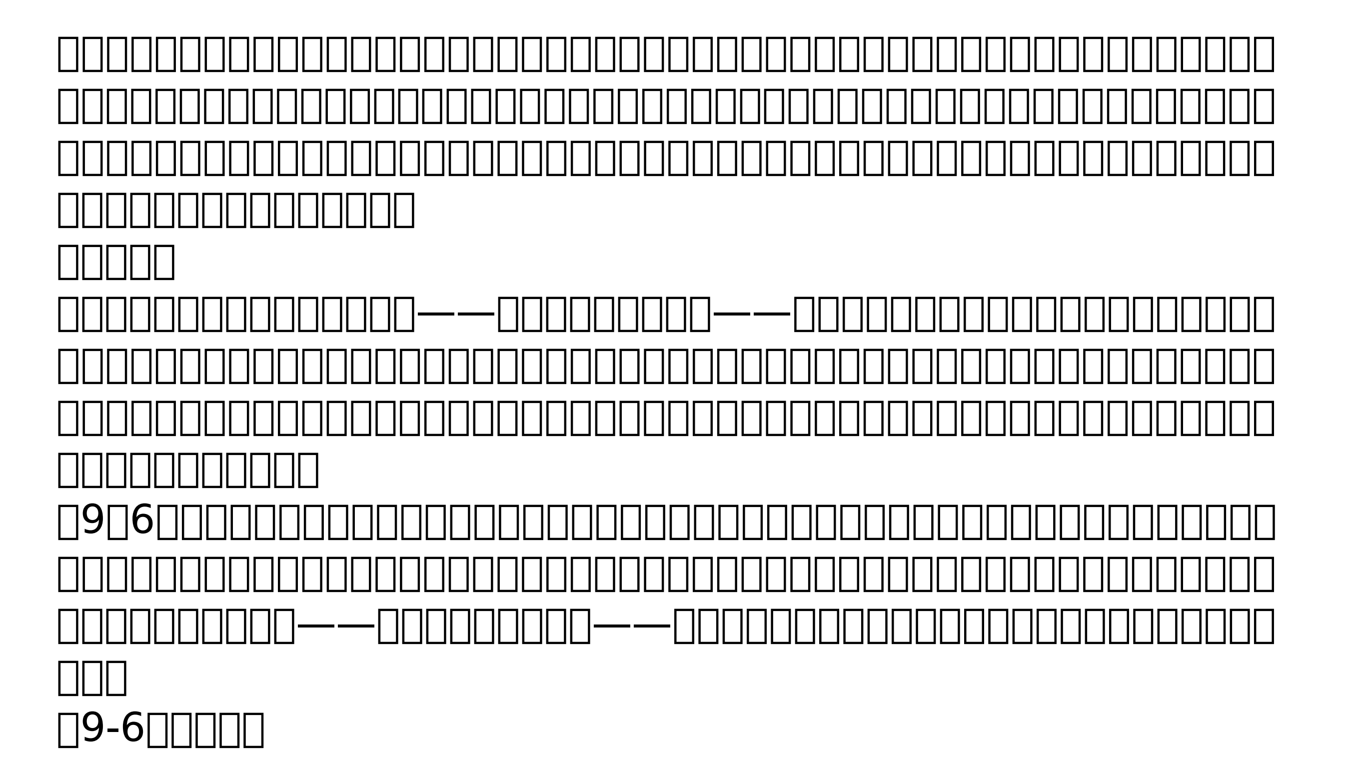
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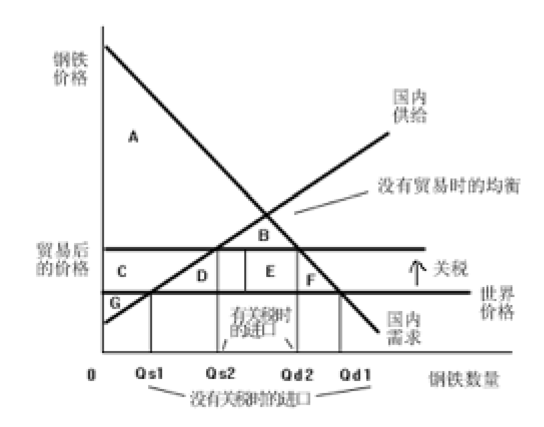


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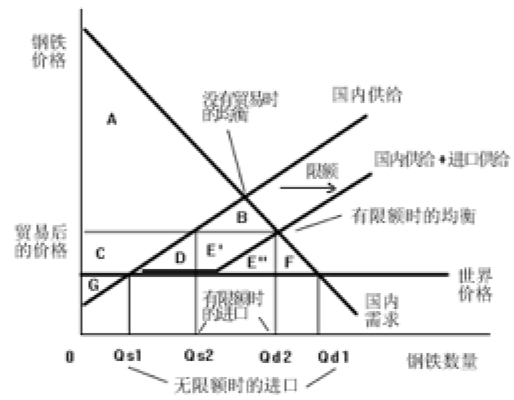
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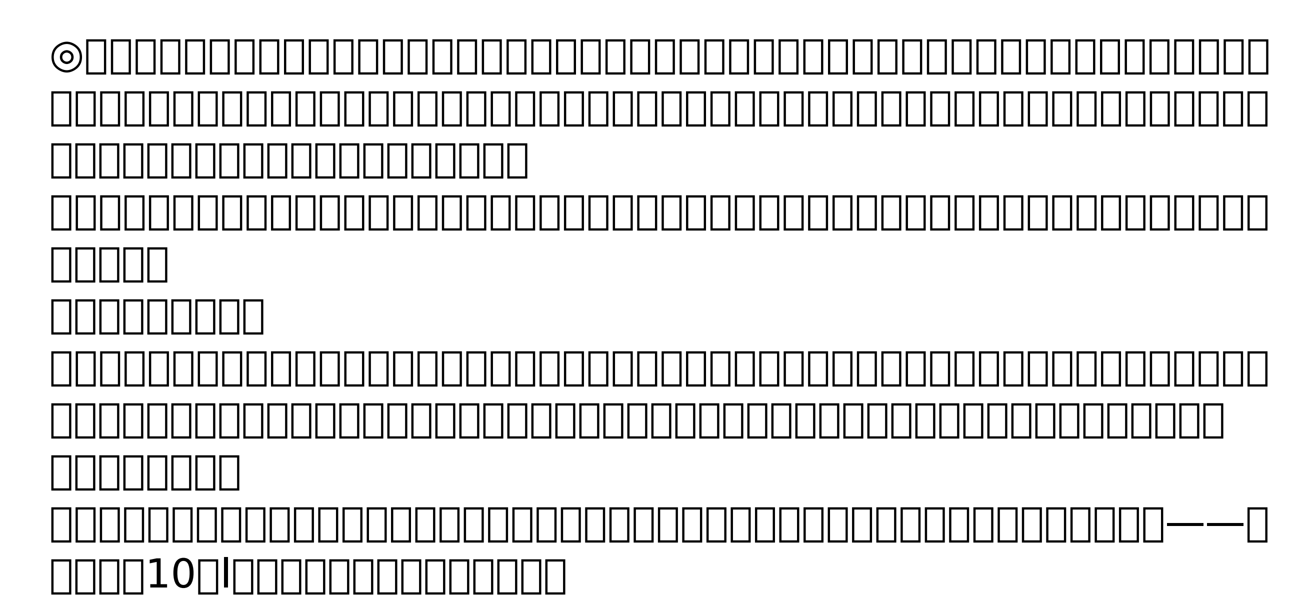
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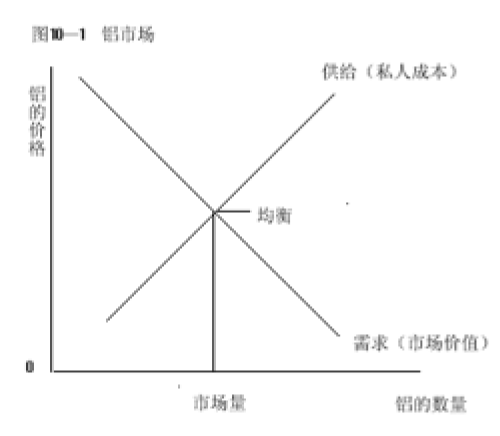


图10—1 铝市场

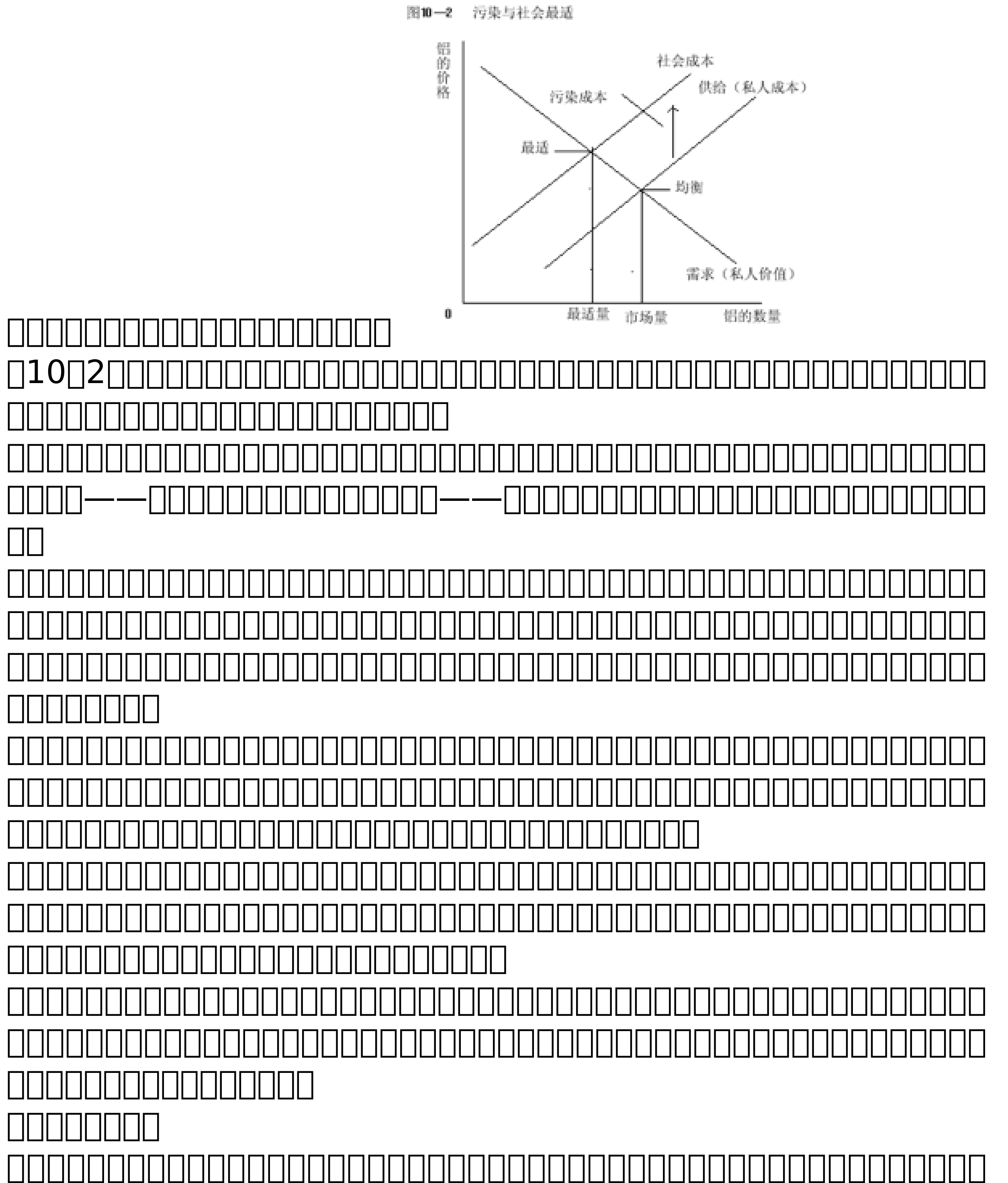


图10—2 污染与社会最适
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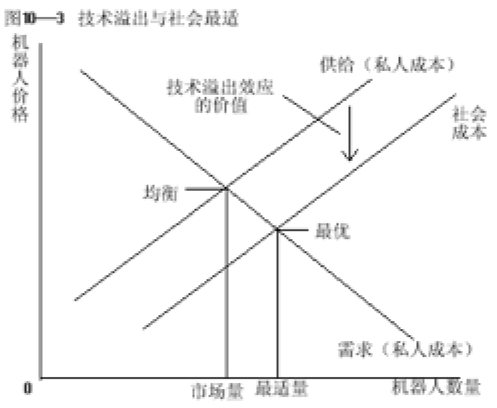
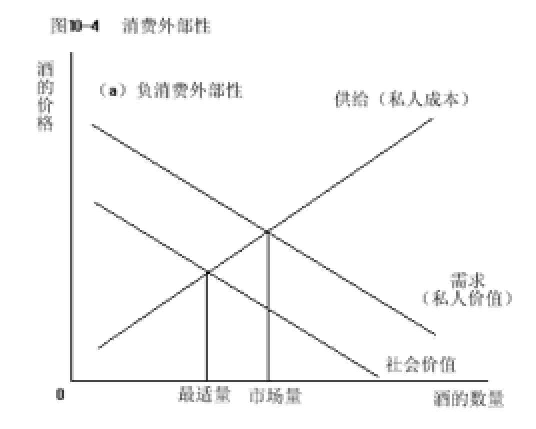
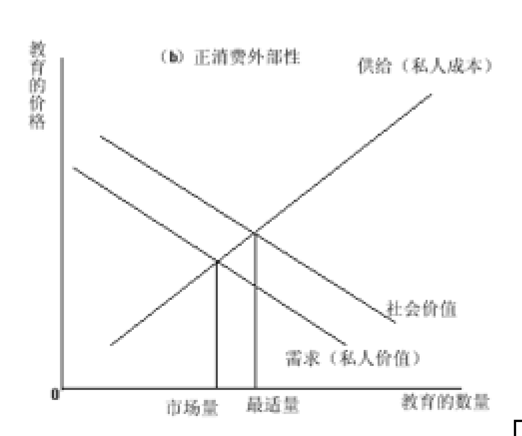
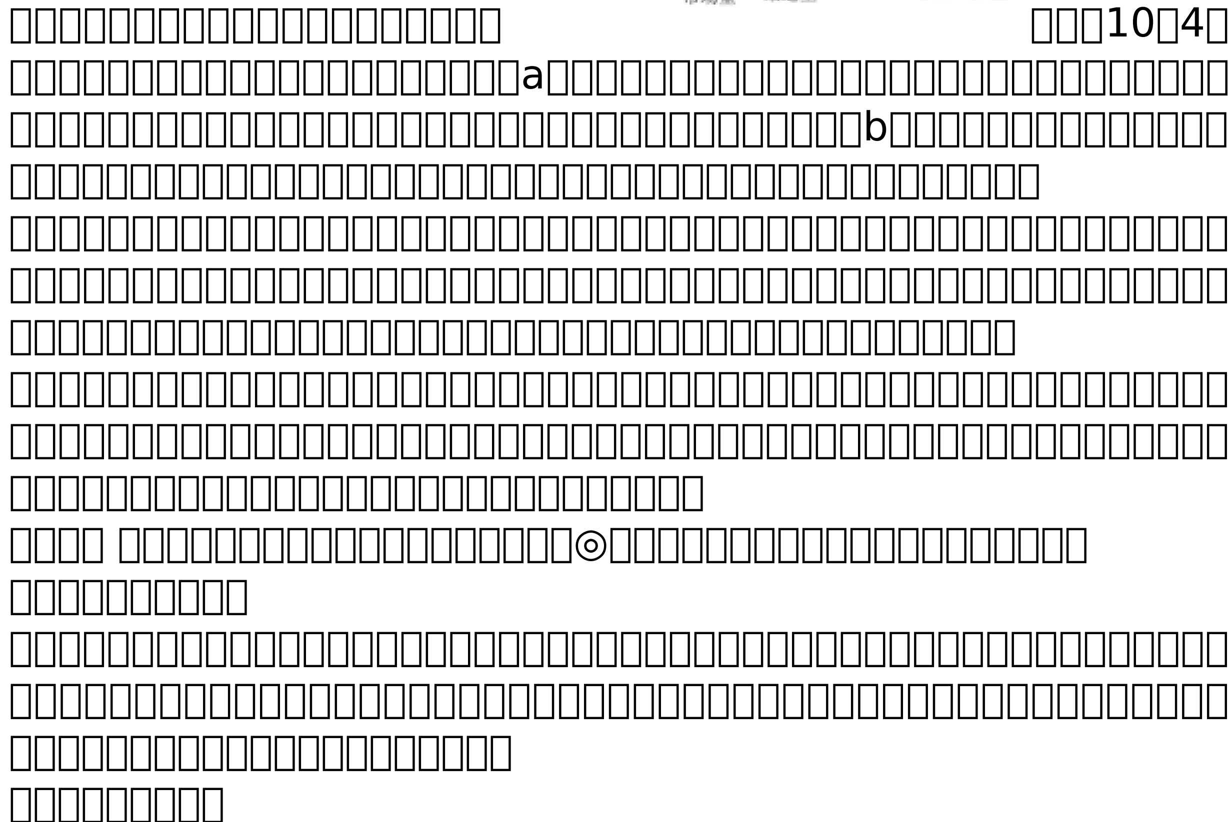


图10—3 技术溢出与社会最适


图10-4 消费外部性
酒的价格
（a）负消费外部性
供给（私人成本）
需求（私人价值）
社会价值
0
最适量
市场量
酒的数量


教育的价格
（b）正消费外部性
供给（私人成本）
社会价值
需求（私人价值）
0
市场量
最适量
教育的数量



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[illegible]“[illegible]”[illegible]

[illegible]Sierra Club[illegible]

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[illegible]

[illegible]

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[illegible]·[illegible]

[illegible]

[illegible]

[illegible]·[illegible]Ronald Coase[illegible]

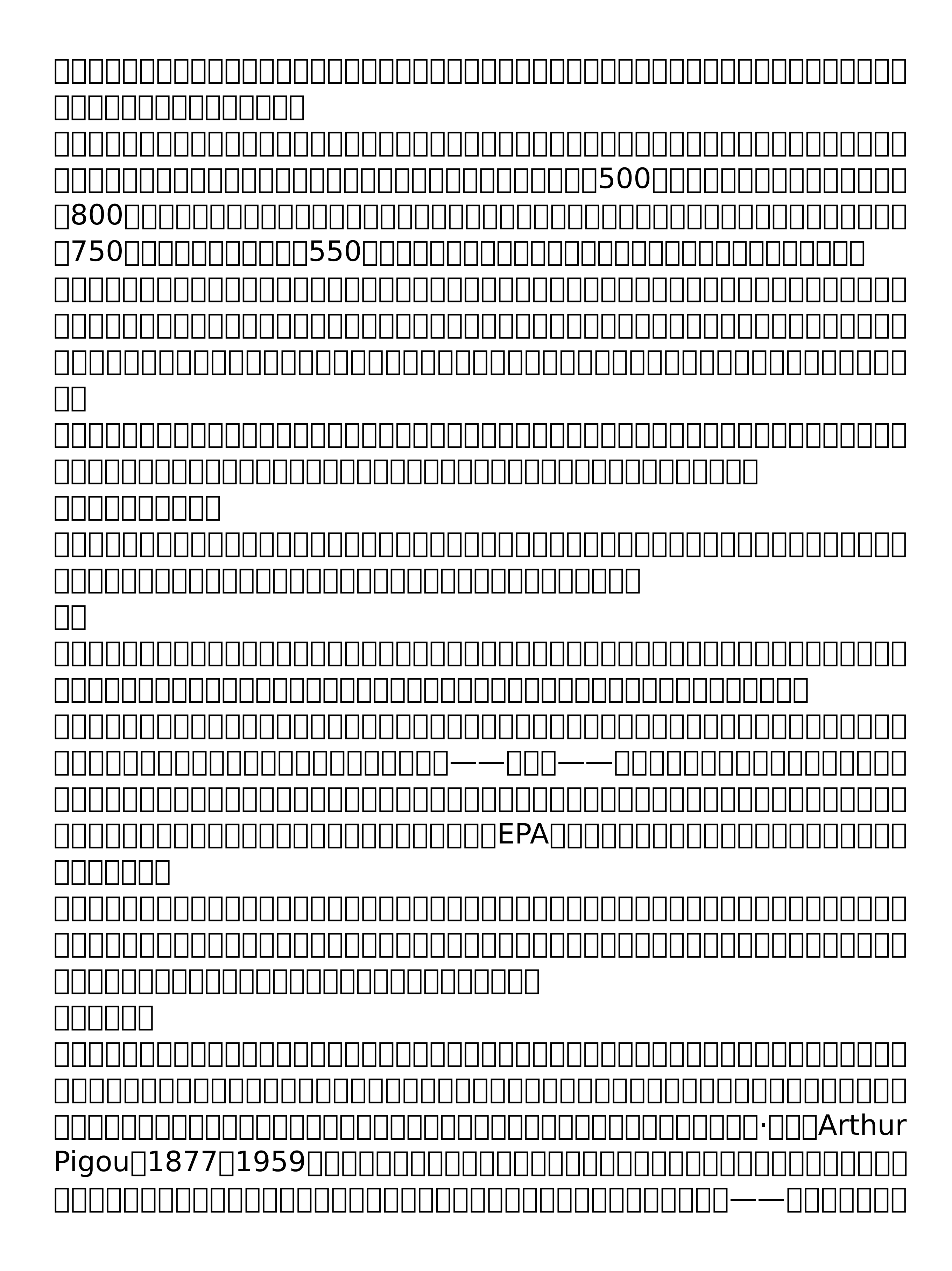
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◎[illegible]300[illegible]

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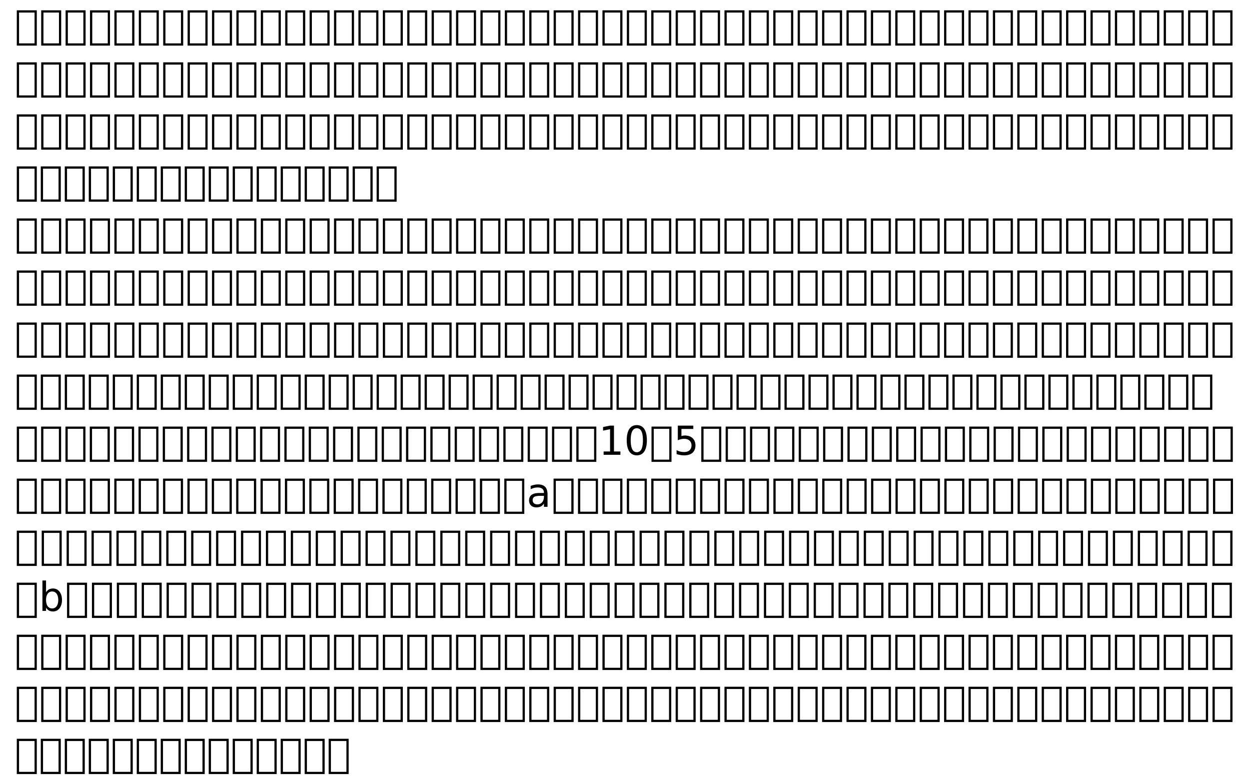
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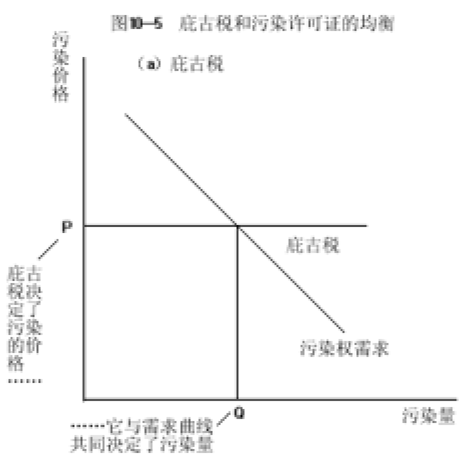
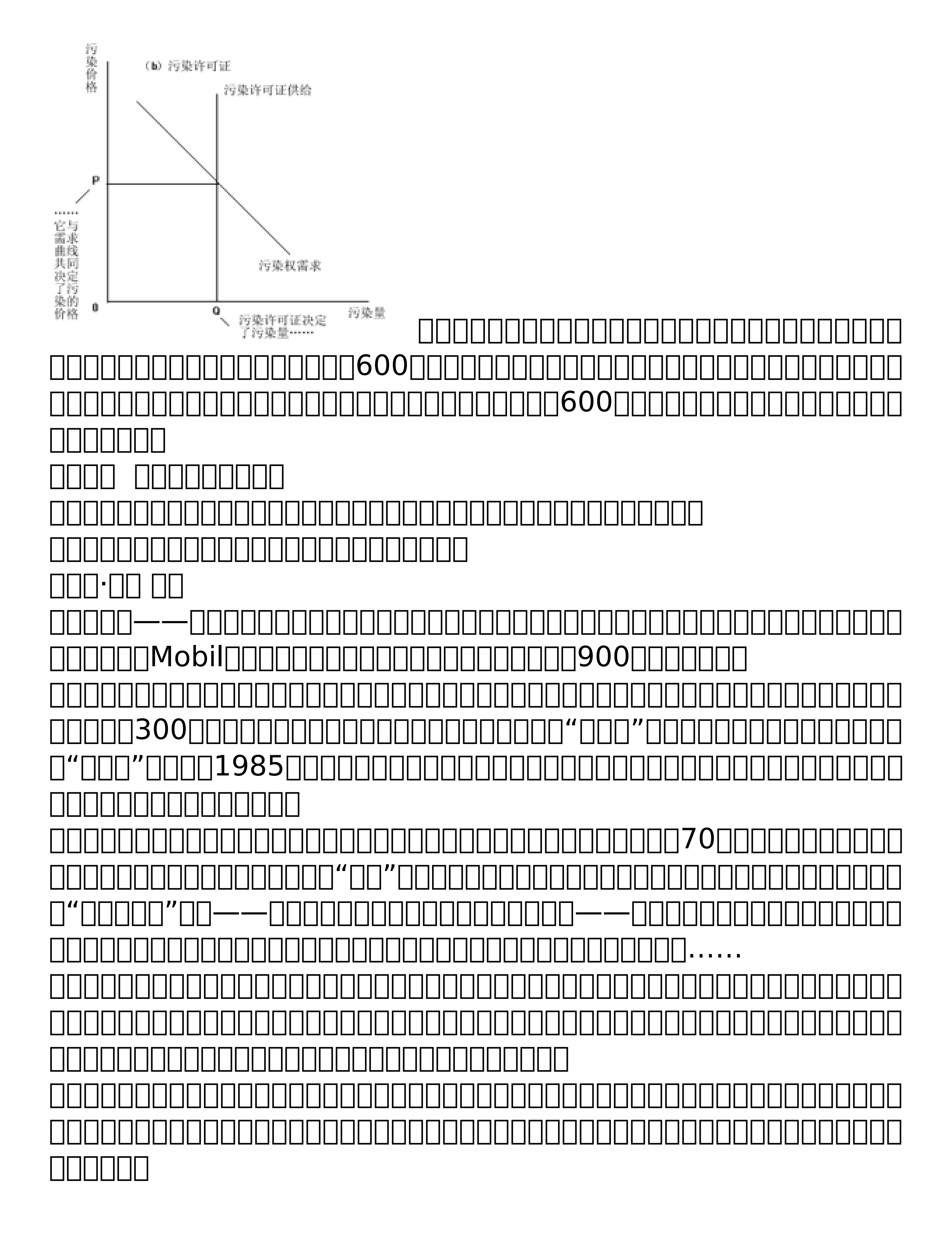


图10—5 庇古税和污染许可证的均衡


污染价格
（b）污染许可证
污染许可证供给
P
……它与需求曲线共同决定了污染的价格
污染权需求
0
Q
污染许可证决定了污染量……
污染量

[illegible]A.C.[illegible]1975[illegible]……

[illegible]

[illegible]15[illegible]184[illegible]2010[illegible]5%[illegible]

[illegible]——[illegible]——[illegible]

[illegible]The Wall Street Journal,April 14,1992[illegible]p[illegible]A1[illegible]

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“[illegible]”[illegible]·[illegible]Edmund Muskie[illegible]1971[illegible]

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4[illegible]

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[illegible]7[illegible]4[illegible]2[illegible]8[illegible]——[illegible]10[illegible]2[illegible]

[illegible]7[illegible]4[illegible]

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[illegible] [illegible]1995[illegible]2720[illegible]1035[illegible]

[illegible] [illegible]

[illegible]

[illegible]

[illegible] [illegible]AFDC[illegible]“[illegible]”[illegible]

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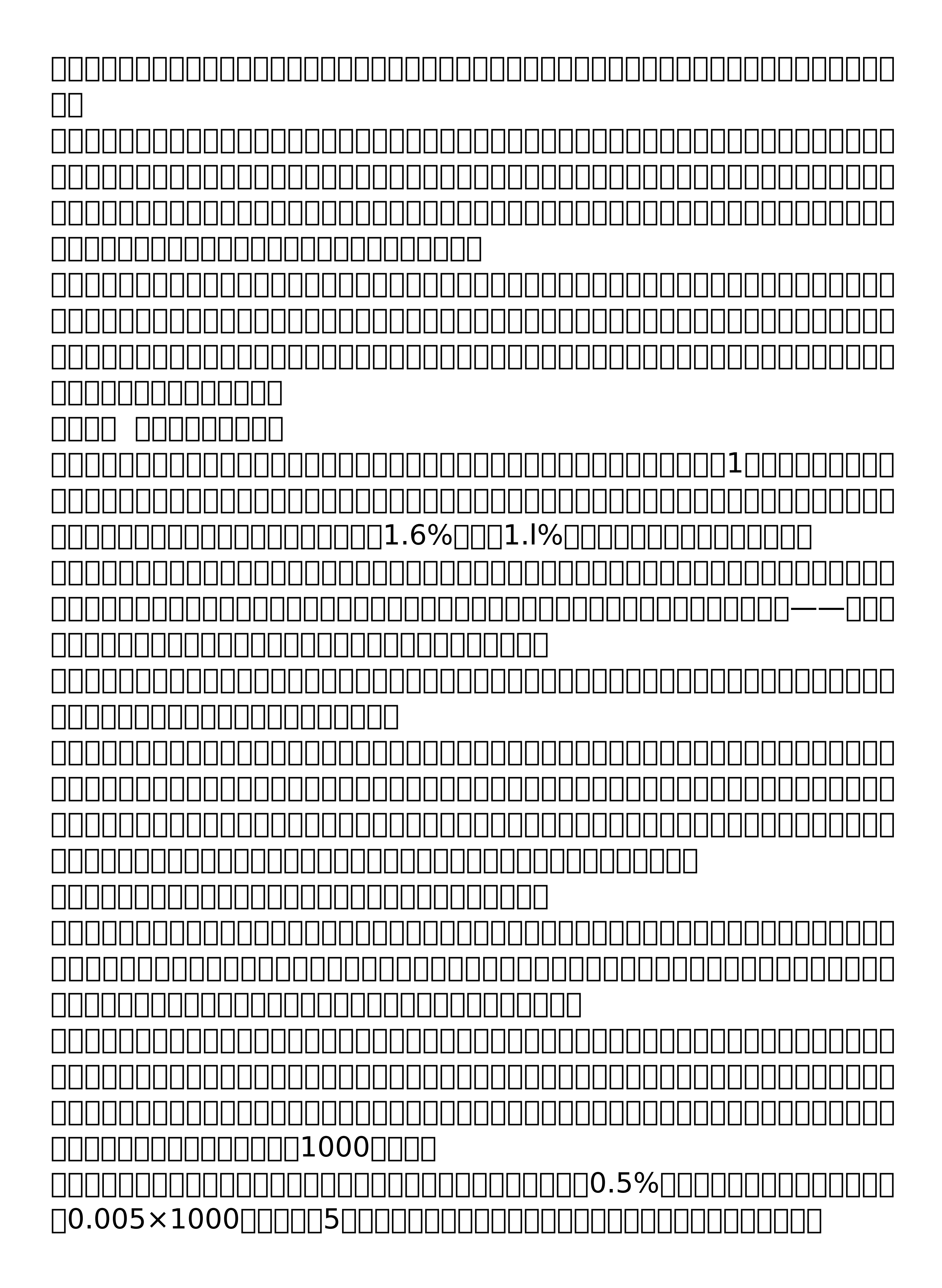
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[illegible]Boston Globe[illegible]February 28[illegible]1995[illegible]p.40

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[illegible]1916[illegible]5[illegible]7.5[illegible]10[illegible]1916[illegible]1995[illegible]120[illegible]——[illegible]·[illegible]

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20[illegible]“[illegible]”[illegible]·[illegible]Al Capone[illegible]——[illegible]·[illegible]Ben Franklin[illegible]“[illegible]”

[illegible]1789[illegible]5%[illegible]100[illegible]20[illegible]——[illegible]——[illegible]35%[illegible]

[illegible]

[illegible]

[illegible]

[illegible]12-l[illegible]1959[illegible]27%[illegible]1995[illegible]34%[illegible]

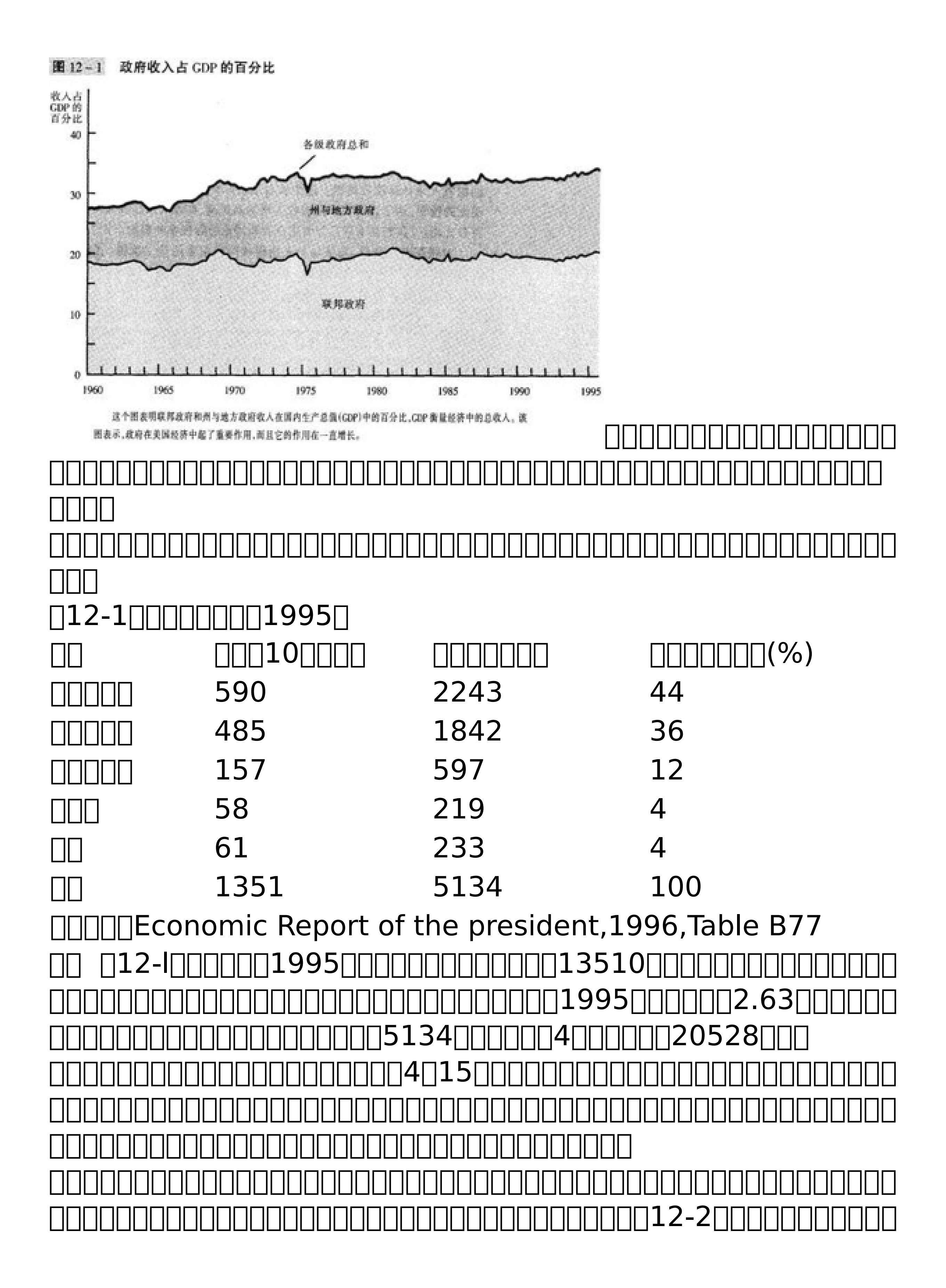


图 12－1　政府收入占 GDP 的百分比

这个图表明联邦政府和州与地方政府收入在国内生产总值(GDP)中的百分比，GDP衡量经济中的总收入。该图表示，政府在美国经济中起了重要作用，而且它的作用在一直增长。

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□□□□□	590	2243	44
□□□□□	485	1842	36
□□□□□	157	597	12
□□□	58	219	4
□□	61	233	4
□□	1351	5134	100

□□□□□Economic Report of the president,1996,Table B77

□□ □12-l□□□□□□1995□□□□□□□□□□□□□13510□□1995□□□□□□2.63□□□□□□□□□□□□□□□□□□□□□□□□□5134□□□□□□4□□□□□□20528□□□

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[illegible]——[illegible]1[illegible]

[illegible]12-2 [illegible]

[illegible]	[illegible]（%）
39000[illegible]	15.0
39000-94250	28.0
94250-143600	31.0
143600-256500	36.0
256500[illegible]	39.6

[illegible]

[illegible]12-l[illegible]12-1[illegible]1995[illegible]1842[illegible]

[illegible]——[illegible]——[illegible]

[illegible]12-l[illegible]5%[illegible]“[illegible]”[illegible]

[illegible] [illegible]12-3[illegible]1995[illegible]15140[illegible]5757[illegible]12-3[illegible]1995[illegible]22%[illegible]

[illegible]12-3[illegible]1995

[illegible]	[illegible]10[illegible]	[illegible]	[illegible]（%）
[illegible]	336	1277	22
[illegible]	272	1035	18

[illegible]	232	883	15
[illegible]	220	837	14
[illegible]	160	608	11
[illegible]	115	436	8
[illegible]	179	682	12
[illegible]	1514	5757	100

[illegible]Economic Report of the president,1996,Table B77

[illegible]

[illegible]“[illegible]”[illegible]AFDC[illegible]

[illegible]12-3[illegible]

[illegible]

[illegible]12-3[illegible]“[illegible]”[illegible]

[illegible]12-3[illegible]12-l[illegible]1630[illegible]

[illegible]

[illegible]40%[illegible]

[illegible] [illegible]12-4[illegible]1992[illegible]9730[illegible]1992[illegible]2.55[illegible]3811[illegible]

[illegible]12-4 [illegible]1992[illegible]

[illegible]	[illegible]10[illegible]	[illegible]	[illegible](%)
[illegible]	196	769	20
[illegible]	178	698	18
[illegible]	116	453	12
[illegible]	24	93	2

[illegible]	179	702	18
[illegible]	280	1096	29
[illegible]	973	3811	100

[illegible]Economic Report of the president,1996,Table B82

[illegible]40%[illegible]

[illegible]

[illegible]12-4[illegible]“[illegible]”[illegible]

[illegible]12-5[illegible]1992[illegible]

[illegible]12-5 [illegible]1992[illegible]

[illegible]	[illegible]10[illegible]	[illegible]	[illegible]%[illegible]
[illegible]	326	1278	33
[illegible]	158	619	16
[illegible]	67	261	7
[illegible]	425	1663	44
[illegible]	976	3820	100

[illegible]Economic Report of the president,1996,Table B82

[illegible]1992[illegible]

[illegible]12-5[illegible]“[illegible]”[illegible]

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[illegible]2[illegible]7[illegible]1[illegible]2[illegible]3[illegible]4[illegible]1[illegible]1[illegible]

[illegible]2[illegible]

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[illegible]

[illegible]25[illegible]100[illegible]8%[illegible]65[illegible]2172[illegible]6%[illegible]6%[illegible]40[illegible]100[illegible]1029[illegible]

[illegible]

[illegible]1995[illegible]·[illegible]Bill Archer[illegible]——[illegible]Keogh[illegible]401[illegible]K[illegible]——[illegible]

[illegible]

[illegible]4[illegible]15[illegible]4[illegible]

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[illegible]·[illegible]Jimmy Carter[illegible]“[illegible]”[illegible]
[illegible]11.5[illegible]70[illegible]70[illegible]
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[illegible]·P.[illegible]Arthur P.Hall[illegible]100[illegible]——[illegible]90%[illegible]——[illegible]100[illegible]390[illegible]1990[illegible]41[illegible]1120[illegible]1120S[illegible]159[illegible]
[illegible]“[illegible]”
[illegible]……
[illegible]1981[illegible]10[illegible]·[illegible]Edward Koos[illegible]“[illegible]”[illegible]
[illegible]·[illegible](Harold Apolinsky[illegible]1981[illegible]9371[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”
[illegible]:The New York Times,January30,l994,Business section,p.4[illegible]
[illegible]
[illegible]1[illegible]5[illegible]20%[illegible]5[illegible]50%[illegible]6[illegible]1.5[illegible]=0.2×50000[illegible]0.5×l0000[illegible]

15000[illegible]/60000[illegible]25%[illegible]50%[illegible]1[illegible]
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[illegible]4000[illegible]2[illegible]4000[illegible]20%[illegible]4[illegible]10%[illegible]1[illegible]

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[illegible]·[illegible](Russell Long)[illegible]

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	[illegible]	[illegible]%[illegible]	[illegible]	[illegible]%[illegible]	[illegible]	[illegible]%[illegible]
50000	12500	25	15000	30	10000	20
100000	25000	25	25000	25	25000	25
200000	50000	25	40000	20	60000	30

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□□□□	8380	9.2	6.4	15.8	-2.l
□□□□	29849	14.5	12.5	19.5	9.5
□□□□	43363	21.7	21.2	22.1	16.2
□□□□	99197	5l.4	58.2	25.5	23.l

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[illegible]

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[illegible]

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◎[illegible]

◎[illegible]

◎[illegible]

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[illegible]

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[illegible]1992[illegible]1993[illegible]40%[illegible]

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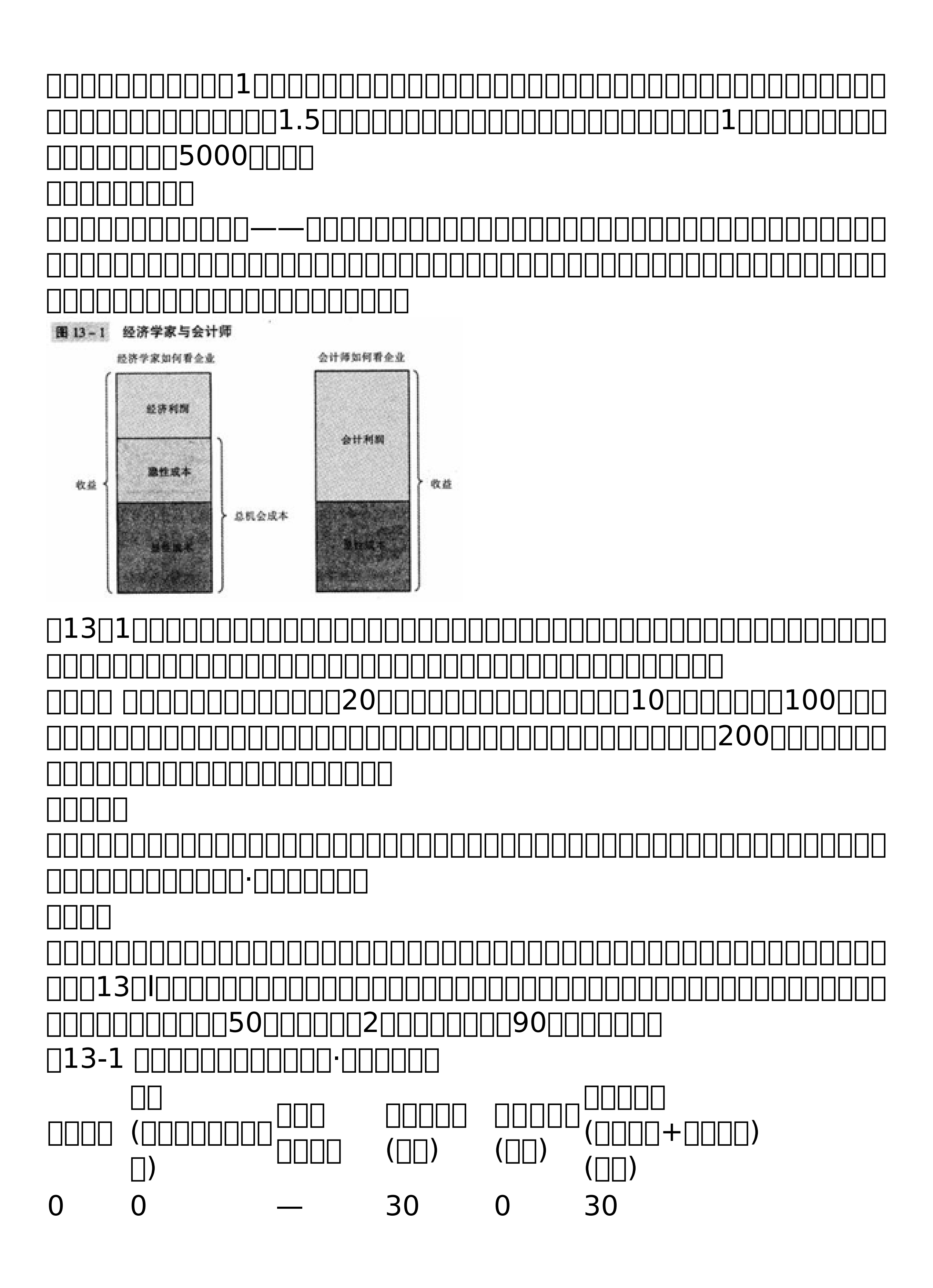
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[illegible]5%[illegible]
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[illegible]

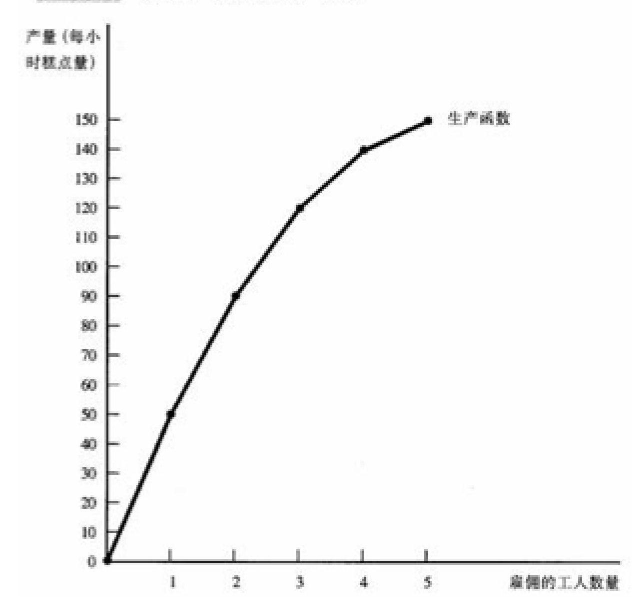
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0	0	—	30	0	30

1	50	50	30	10	40
2	90	40	30	20	50
3	120	30	30	30	60
4	140	20	30	40	70
5	150	10	30	50	80

[illegible]13[illegible]2[illegible]



[illegible]1[illegible]2[illegible]50[illegible]90[illegible]40[illegible]2[illegible]3[illegible]90[illegible]120[illegible]30[illegible]

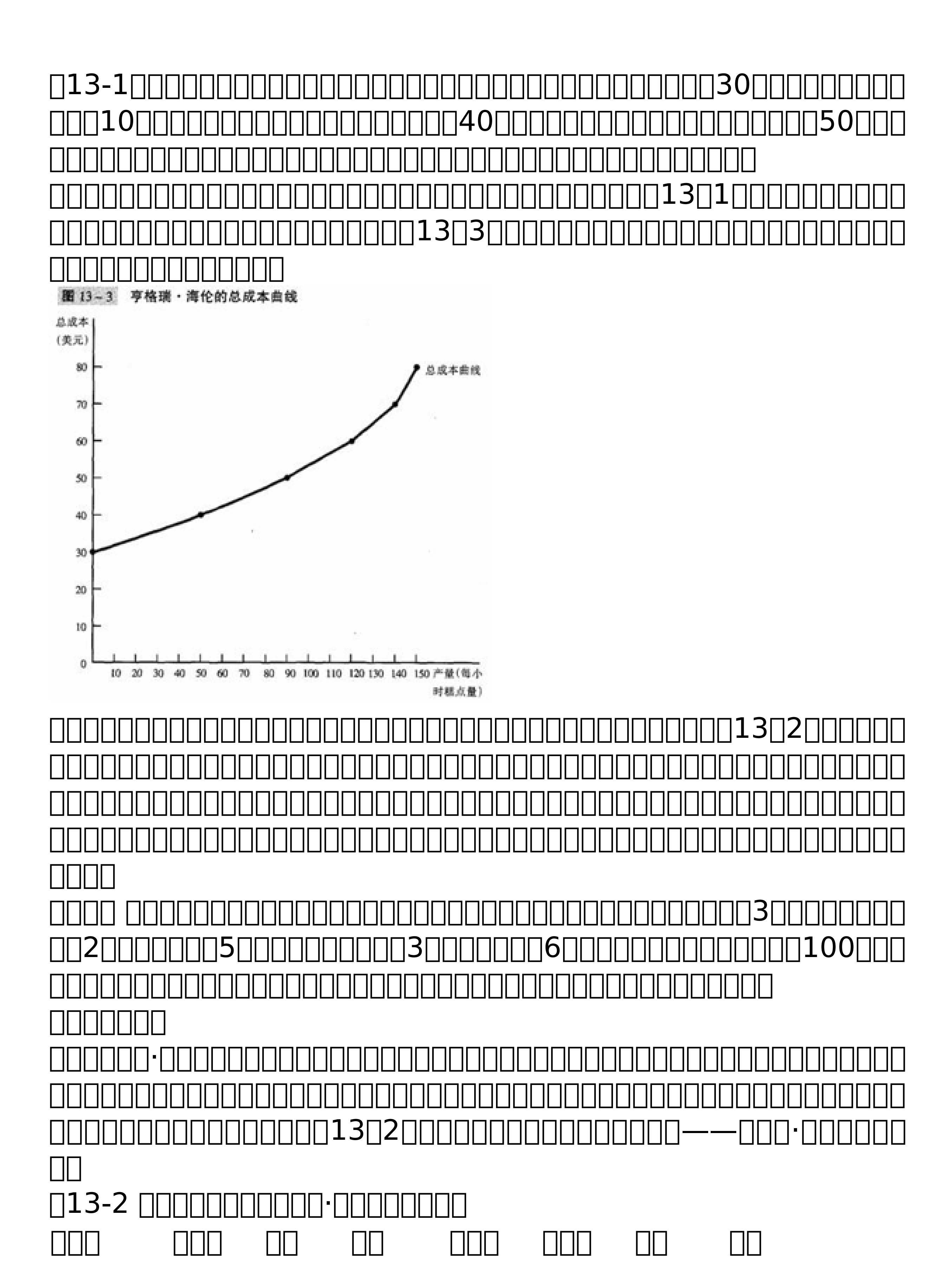
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[illegible]

[illegible]13-1[illegible]30[illegible]10[illegible]40[illegible]50[illegible]

[illegible]13[illegible]1[illegible]13[illegible]3[illegible]



[illegible]13[illegible]2[illegible]

[illegible]3[illegible]2[illegible]5[illegible]3[illegible]6[illegible]100[illegible]

[illegible]

[illegible]·[illegible]13[illegible]2[illegible]——[illegible]·[illegible]

[illegible]13-2 [illegible]·[illegible]

[illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible]

[illegible] ([illegible])	([illegible])	[illegible] ([illegible])	[illegible] ([illegible])	[illegible] ([illegible])	[illegible] ([illegible])	[illegible] ([illegible])	[illegible] ([illegible])
0	3.00	3.00	0.00	-	-	-	-
1	3.30	3.00	0.30	3.00	0.30	3.30	0.30
2	3.80	3.00	0.80	1.50	0.40	1.90	0.50
3	4.50	3.00	1.50	1.00	0.50	1.50	0.70
4	5.40	3.00	2.40	0.75	0.60	1.35	0.90
5	6.50	3.00	3.50	0.60	0.70	1.30	1.10
6	7.80	3.00	4.80	0.50	0.80	1.30	1.30
7	9.30	3.00	6.30	0.43	0.90	1.33	1.50
8	11.00	3.00	8.00	0.38	1.00	1.38	1.70
9	12.90	3.00	9.90	0.33	1.10	1.43	1.90
10	15.00	3.00	12.00	0.30	1.20	1.50	2.10

[illegible]10[illegible]13[illegible]4[illegible]·[illegible]·[illegible]

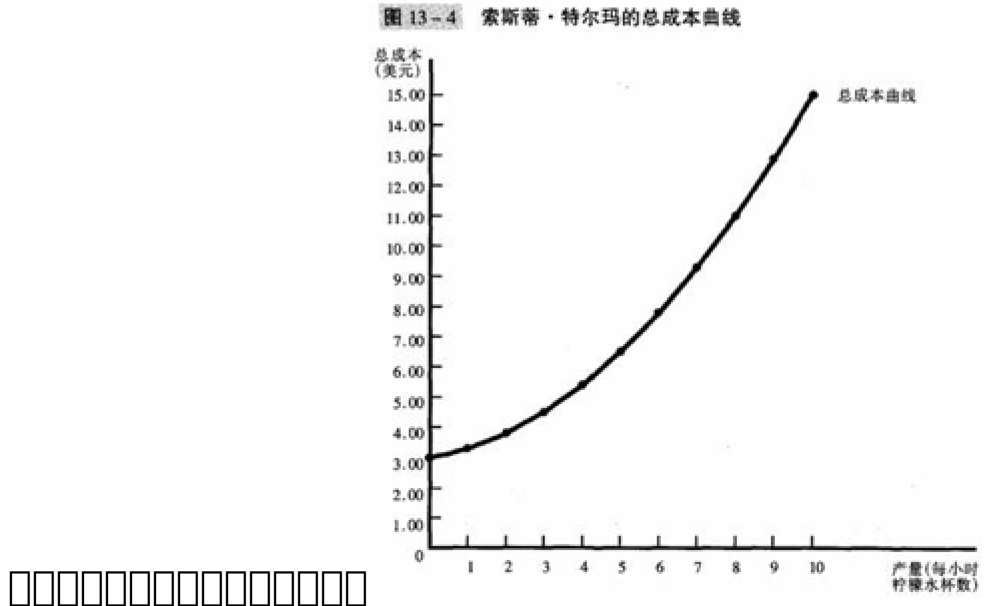


图 13-4 索斯蒂·特尔玛的总成本曲线

[illegible]

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[illegible]

[illegible]13[illegible]2[illegible]3[illegible]

[illegible]0.30[illegible]2[illegible]0.80[illegible]

[illegible]13[illegible]2[illegible]

[illegible]

[illegible]

◎[illegible]

◎[illegible]

[illegible]

[illegible]2[illegible]3.8[illegible]3.8[illegible]/2[illegible]1.9[illegible]

[illegible]13[illegible]2[illegible]2[illegible]3[illegible]3.8[illegible]4.5[illegible]4.5[illegible]3.8[illegible]0.7[illegible]

[illegible]Q[illegible]TC[illegible]ATC[illegible]MC[illegible]

ATC=[illegible]/[illegible]=TC/Q

[illegible]

MC=([illegible])/([illegible])

=△TC/△Q

[illegible]△[illegible]

[illegible]

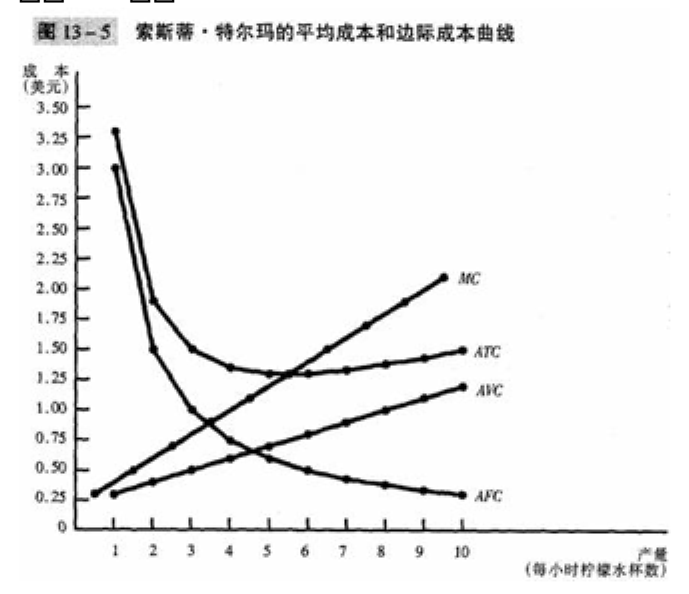


图 13－5 索斯蒂·特尔玛的平均成本和边际成本曲线

[illegible]·[illegible]
[illegible]5[illegible]6[illegible]1.3[illegible]
[illegible] [illegible]13[illegible]5[illegible]13[illegible]2[illegible]
[illegible]
[illegible]·[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

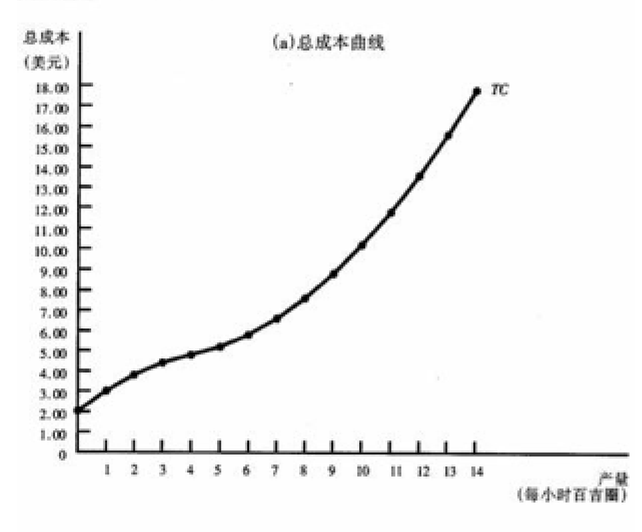
[illegible]13[illegible]3[illegible]13[illegible]6[illegible](a)[illegible]TC[illegible](b)[illegible]ATC[illegible]AFC[illegible]AVC[illegible]MC[illegible]4[illegible]5[illegible]U[illegible]

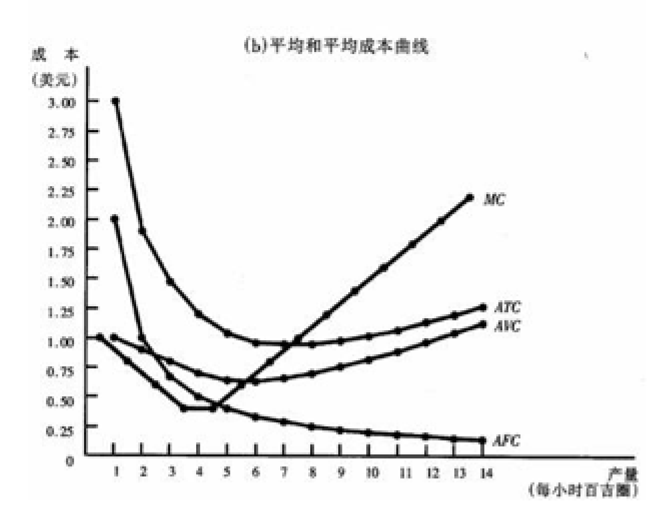
[illegible]13[illegible]3 [illegible]

[illegible] ([illegible])	[illegible] ([illegible])	[illegible] ([illegible])	[illegible] ([illegible])	[illegible] ([illegible])	[illegible] ([illegible])	[illegible] ([illegible])	[illegible] ([illegible])
0	2.00	2.00	0.00	-	-	-	-
1	3.00	2.00	1.00	2.00	1.00	3.00	1.00
2	3.80	2.00	1.80	1.00	0.90	1.90	0.80
3	4.40	2.00	2.40	0.67	0.80	1.47	0.60
4	4.80	2.00	2.80	0.50	0.70	1.20	0.40
5	5.20	2.00	3.20	0.40	0.64	1.04	0.40

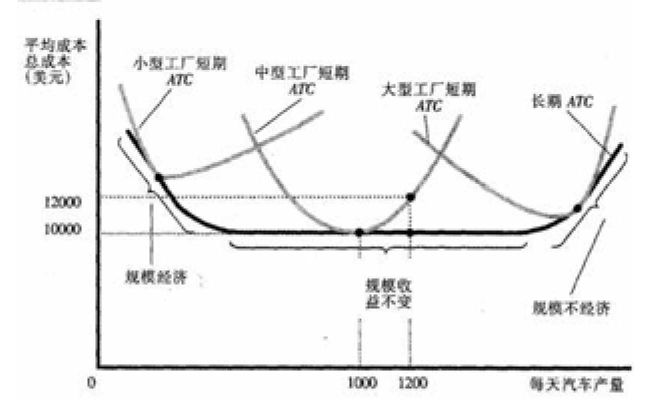
6	5.80	2.00	3.80	0.33	0.63	0.96	0.60
7	6.60	2.00	4.60	0.29	0.66	0.95	0.80
8	7.60	2.00	5.60	0.25	0.70	0.95	1.00
9	8.80	2.00	6.80	0.22	0.76	0.98	1.20
10	10.20	2.00	8.20	0.20	0.82	1.02	1.40
11	11.80	2.00	9.80	0.18	0.89	1.07	1.60
12	13.60	2.00	11.60	0.17	0.97	1.14	1.80
13	15.60	2.00	13.60	0.15	1.05	1.20	2.00
14	17.80	2.00	15.80	0.14	1.13	1.27	2.20

图 13－6　大鲍伯的成本曲线





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◎□□□□□□□□□□□□□


图 13－7　短期与长期的平均总成本
平均成本
总成本
（美元）
小型工厂短期
ATC
中型工厂短期
ATC
大型工厂短期
ATC
长期 ATC
12000
10000
规模经济
规模收
益不变
规模不经济
0
1000
1200
每天汽车产量

[illegible]

[illegible] [illegible]9[illegible]900[illegible]10[illegible]950[illegible]

[illegible]

[illegible]

[illegible]

◎[illegible]

◎[illegible]

◎[illegible]

◎[illegible]

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◎[illegible]

◎[illegible]

[illegible] [illegible]

[illegible]——

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[illegible]

[illegible]20[illegible]20[illegible]

[illegible]

[illegible]——[illegible]——[illegible]

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[illegible]

[illegible]

[illegible]

[illegible]Q[illegible]P[illegible]P×Q[illegible]6[illegible]1000[illegible]6000[illegible]

[illegible]

[illegible]14[illegible]1[illegible]6[illegible]6[illegible]

[illegible]14-1 [illegible]

[illegible] ([illegible]) [illegible]Q[illegible]	[illegible] ([illegible]) [illegible]P[illegible]	[illegible] ([illegible]) (TR=PQ)	[illegible] ([illegible]) (AR=TR/Q)	[illegible] ([illegible]) MR= △ TR/△Q
1	6	6	6	6
2	6	12	6	6
3	6	18	6	6
4	6	24	6	6
5	6	30	6	6
6	6	36	6	6
7	6	42	6	6
8	6	48	6	6

[illegible]

◎[illegible]

◎[illegible]1[illegible]

[illegible]14-1[illegible]

[illegible]14[illegible]1[illegible]6[illegible]P×Q[illegible]P×Q[illegible]Q[illegible]

[illegible]14[illegible]1[illegible]6[illegible]P×Q[illegible]P[illegible]Q[illegible]P[illegible]

[illegible]

[illegible]

[illegible]

[illegible]14[illegible]2[illegible]6[illegible]3[illegible]

[illegible]14-2 [illegible]

[illegible] ([illegible]) （Q）	[illegible] ([illegible]) (TR=PQ)	[illegible] ([illegible]) (TC)	[illegible] ([illegible]) (TR-TC)	[illegible] ([illegible]) MR= △ TR/ △Q	[illegible] ([illegible]) MC= △ TC/ △Q
0	0	3	-3		
1	6	5	1	6	2
2	12	8	4	6	3
3	18	12	6	6	4
4	24	17	7	6	5
5	30	23	7	6	6
6	36	30	6	6	7

7	42	38	4	6	8
8	48	47	1	6	9

[illegible]3[illegible]1[illegible]2[illegible]4[illegible]4[illegible]5[illegible]7[illegible]

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[illegible]——[illegible]l[illegible]2[illegible]3[illegible]——[illegible]——[illegible]6[illegible]7[illegible]8[illegible]——[illegible]

[illegible]

[illegible]14-1[illegible]MC[illegible]ATC[illegible]U[illegible](P)[illegible]AR[illegible]MR[illegible]

[illegible]14-1[illegible]Q1[illegible]MR1[illegible]MC1[illegible]Q[illegible]Q2[illegible]MC2[illegible]MR2[illegible]Q2[illegible]

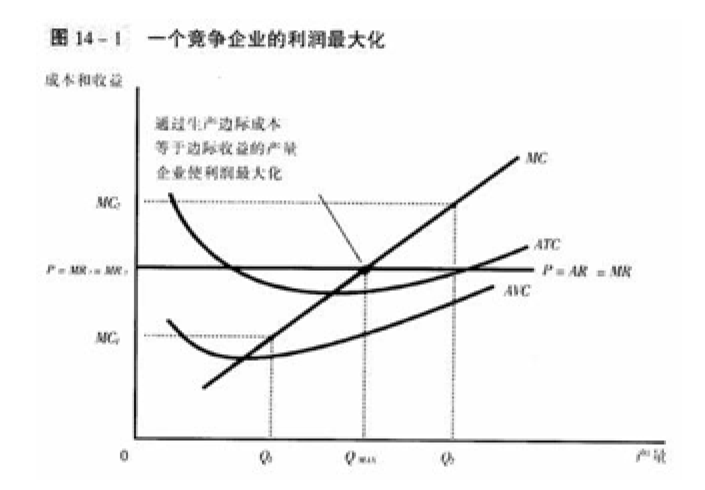


图 14－1 一个竞争企业的利润最大化

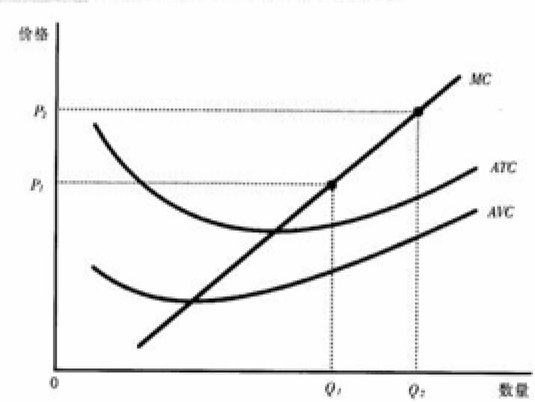


图 14－2 作为竞争企业供给曲线的边际成本

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[illegible]

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[illegible]TR[illegible]VC[illegible]

[illegible]Q[illegible]

[illegible]TR/Q[illegible]VC/Q[illegible]

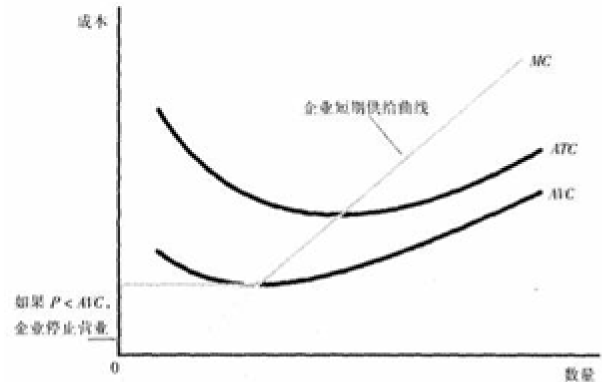
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[illegible]P[illegible]AVC[illegible]

[illegible]

[illegible]14[illegible]3[illegible]

图 14－3　竞争企业的短期供给曲线



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[illegible]——[illegible]——[illegible]

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[illegible]

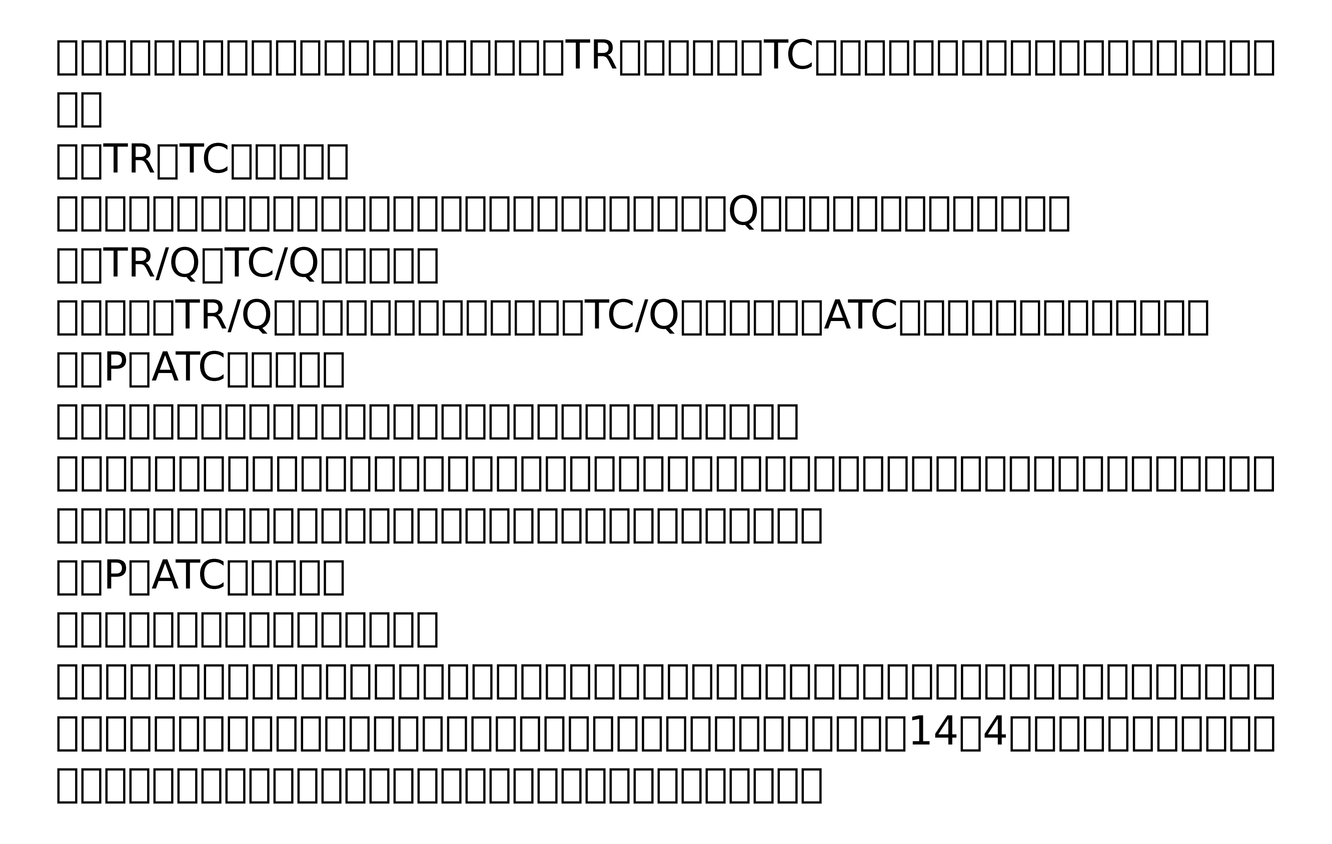
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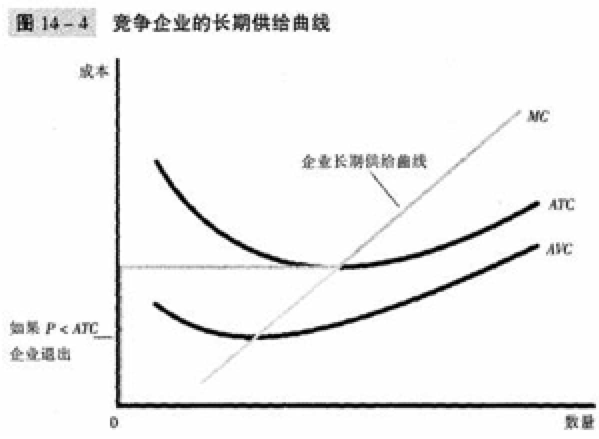
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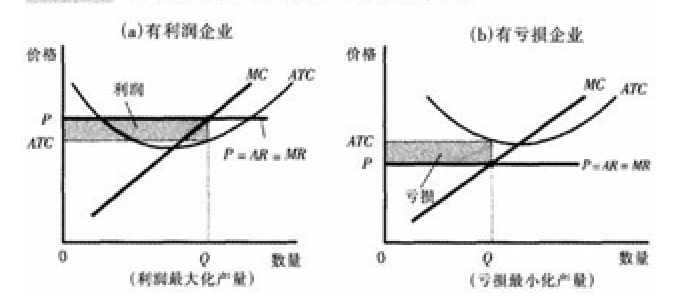
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[illegible]Q[illegible]
[illegible]TR/Q[illegible]TC/Q[illegible]
[illegible]TR/Q[illegible]TC/Q[illegible]ATC[illegible]
[illegible]P[illegible]ATC[illegible]
[illegible]
[illegible]
[illegible]
[illegible]P[illegible]ATC[illegible]
[illegible]
[illegible]
[illegible]14[illegible]4[illegible]
[illegible]

图 14－4 竞争企业的长期供给曲线



[illegible]
[illegible]TR[illegible]
[illegible]TC[illegible]
[illegible]TR[illegible]TC
[illegible]Q[illegible]
[illegible]=(TR/Q[illegible]TC/Q)×Q
[illegible]TR/Q[illegible]P[illegible]TC/Q[illegible]ATC[illegible]
[illegible]=[illegible]P[illegible]ATC[illegible]×Q

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□14□5(a)□□
□□□□□□□□□□□□□□□□□□□P-ATC□□□□□□□□□□□□□□□□□□□□□□Q□□□□□
□□□□□□□□□P□ATC□×Q□□□□□□□□

□□□□□□□(b)□□□
□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□ATC□P□□□Q□□□□□
□ATC□P□×Q□□
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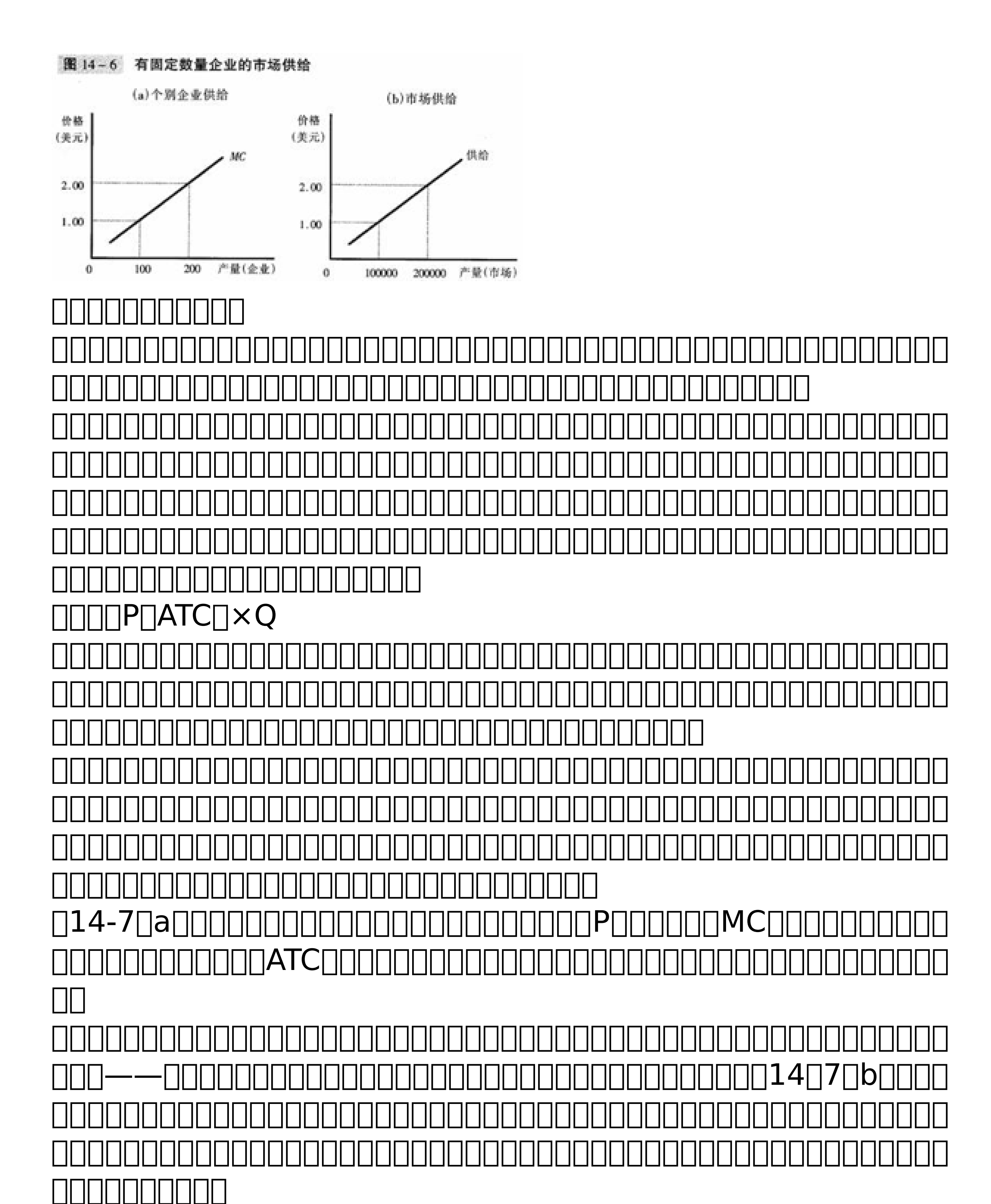


图 14－6 有固定数量企业的市场供给

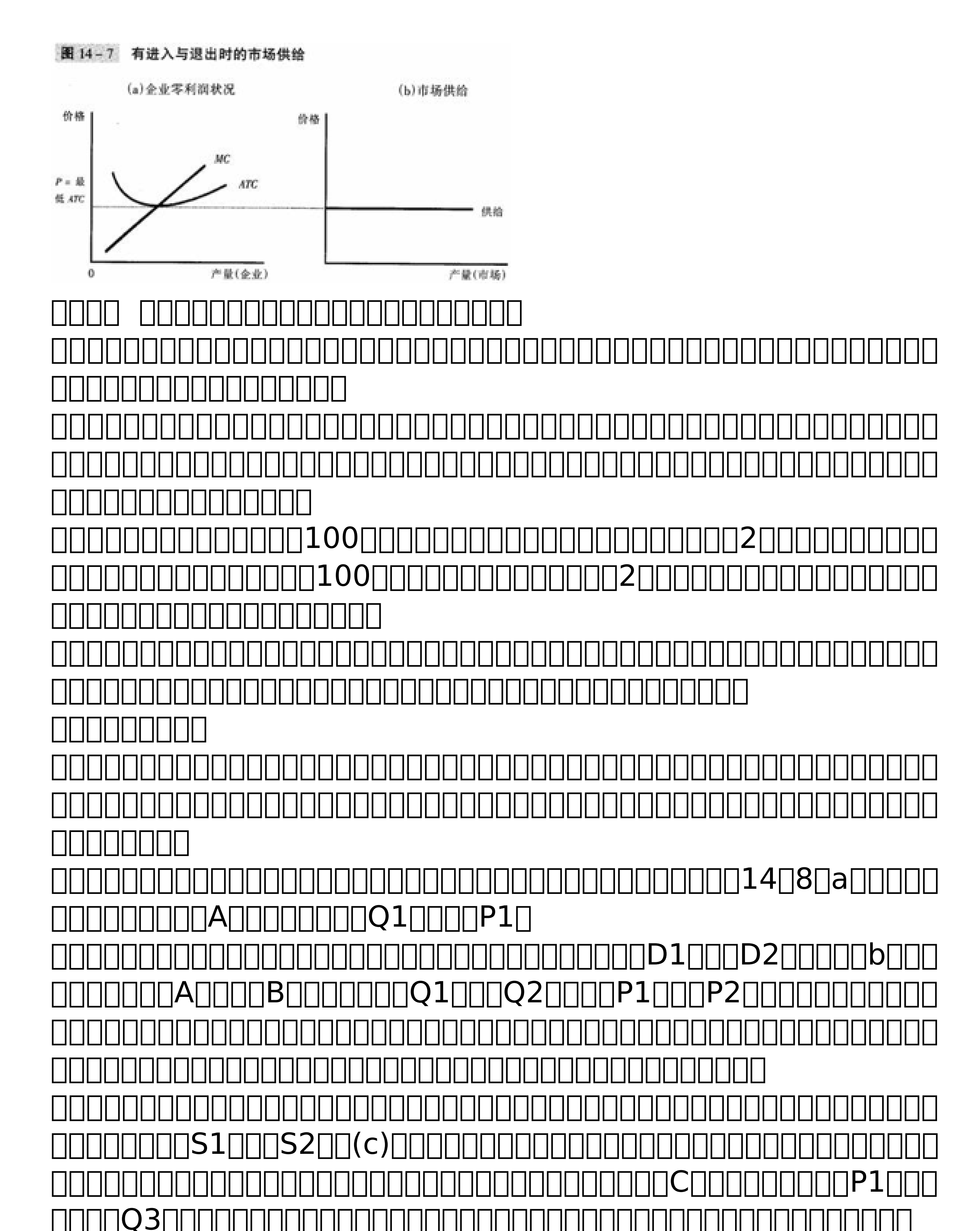


图 14－7 有进入与退出时的市场供给

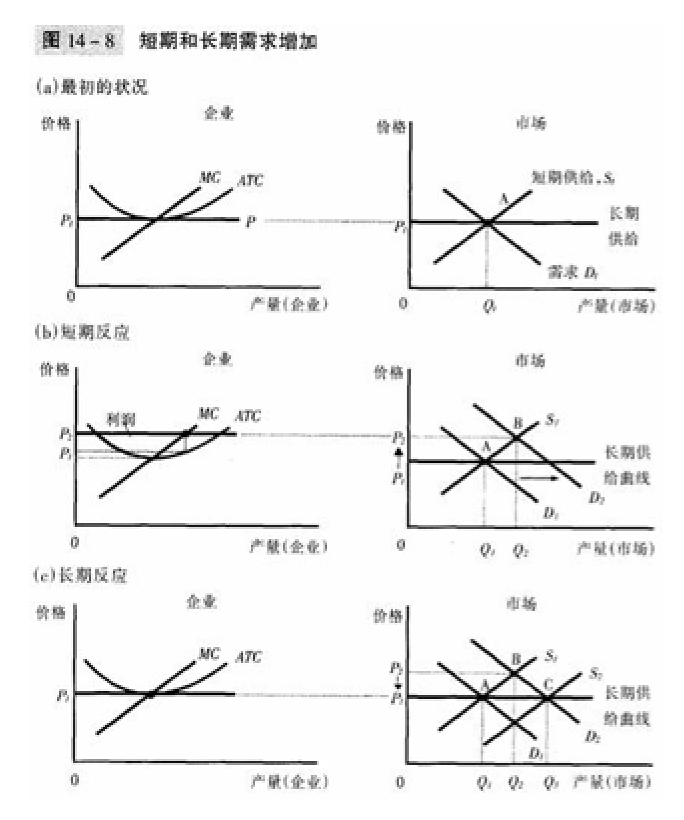


图 14-8 短期和长期需求增加
(a)最初的状况
企业
价格
MC
ATC
P
0
产量(企业)
市场
短期供给，S1
长期供给
需求 D1
Q1
产量(市场)
(b)短期反应
利润
P2
P1
A
B
S1
长期供给曲线
D1
D2
Q2
(c)长期反应
C
S2

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[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

◎[illegible]

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◎[illegible]

◎[illegible]

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[illegible]
[illegible]

[illegible]Windows[illegible]
100[illegible]
[illegible]
[illegible]——[illegible]——[illegible]
[illegible]1000[illegible]2000[illegible]
[illegible]
[illegible]1994[illegible]

[illegible]Quicken[illegible]

[illegible]

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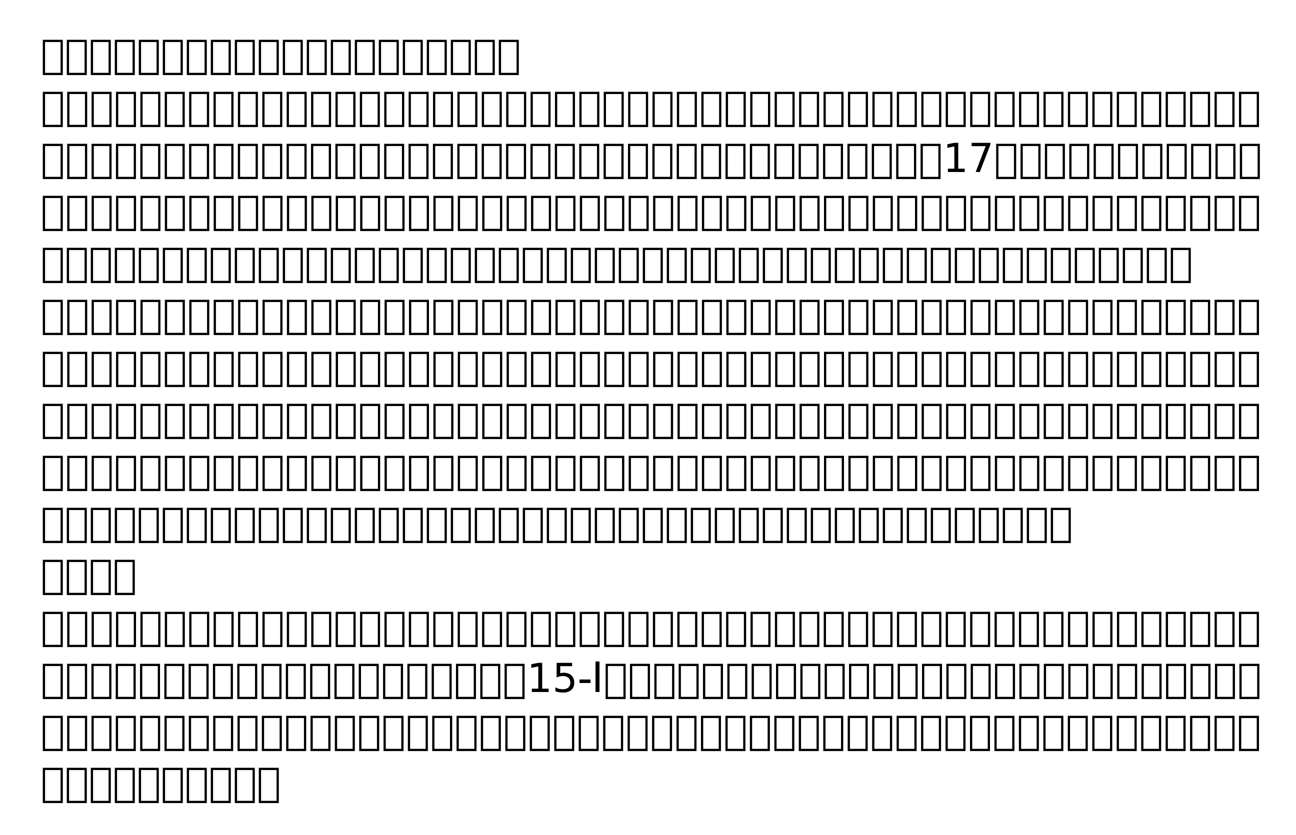
[illegible]80[illegible]100[illegible]

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[illegible]“[illegible]”[illegible]

[illegible]

[illegible]



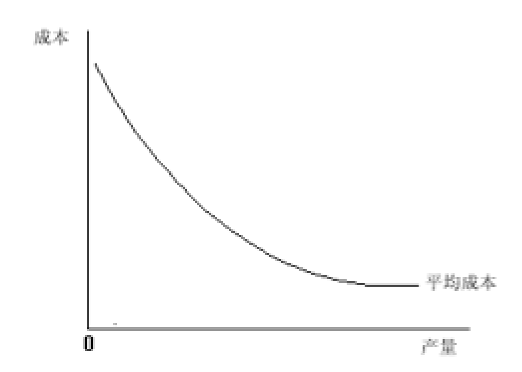
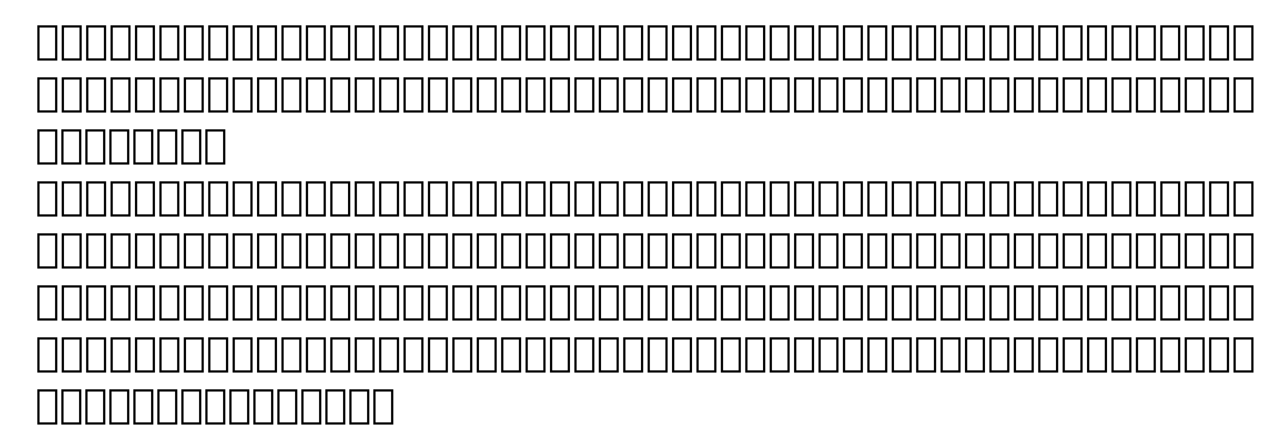


图15-1 作为垄断原因的规模经济



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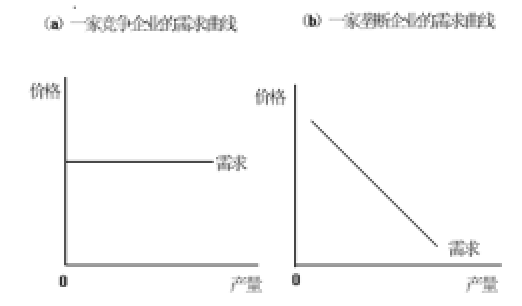
[illegible] 15-2 [illegible] a [illegible]

[illegible] 15-2(b) [illegible]

[illegible] ([illegible]) [illegible]

[illegible]

图15-2 竞争与垄断企业的需求曲线



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□15-1□□□□□□□□□□□□□□□□□

□□□□□□□□ □Q□	□□□□□□ □P□	□□□□□□□ □TR=P×Q□	□□□□□□□□ □AR=TR×Q□	□□□□□□□□ □ MR= △ TR/ △Q□
0	11	0	□	□
1	10	10	10	10
2	9	18	9	8
3	8	24	8	6
4	7	28	7	4
5	6	30	6	2
6	5	30	5	0
7	4	28	4	-2
8	3	24	3	-4

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[illegible]15-1[illegible]3[illegible]24[illegible]4[illegible]28[illegible]28[illegible]-24[illegible]4[illegible]

[illegible]15[illegible]l[illegible]3[illegible]4[illegible]7[illegible]4[illegible]

[illegible]P×Q[illegible]

◎[illegible]Q[illegible]

◎[illegible]P[illegible]

[illegible]

[illegible]15[illegible]3[illegible]

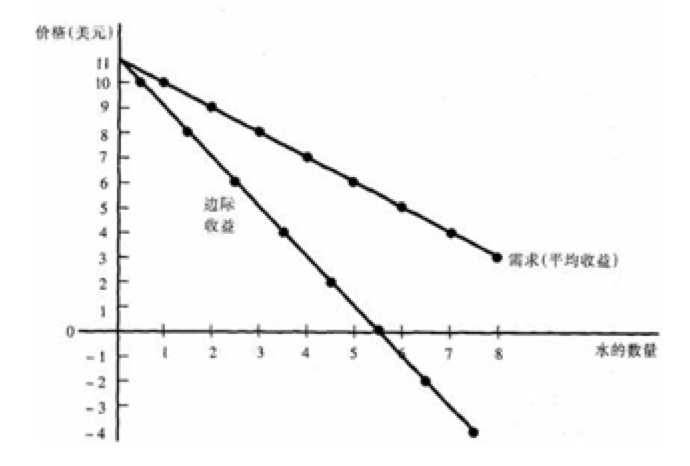
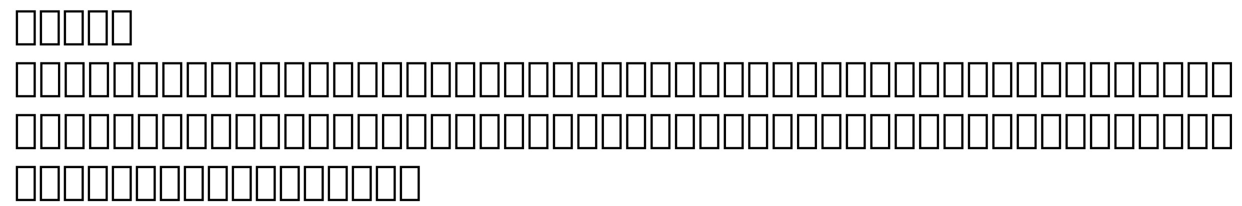


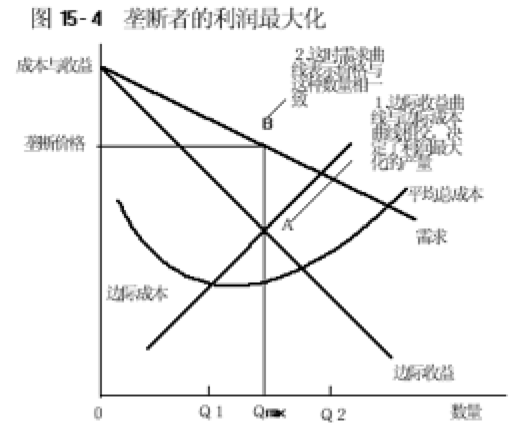
图 15-3 垄断者的需求与边际收益曲线

[illegible]15[illegible]l[illegible]



[illegible]

[illegible]



[illegible]15[illegible]4[illegible]15[illegible]3[illegible]

[illegible]Q1[illegible]

[illegible]Q2[illegible]

[illegible]Qmax[illegible]15[illegible]4[illegible]A[illegible]

[illegible]

[illegible]P=MR=MC

[illegible]P[illegible]MR=MC

[illegible]

[illegible]15[illegible]4[illegible]B[illegible]

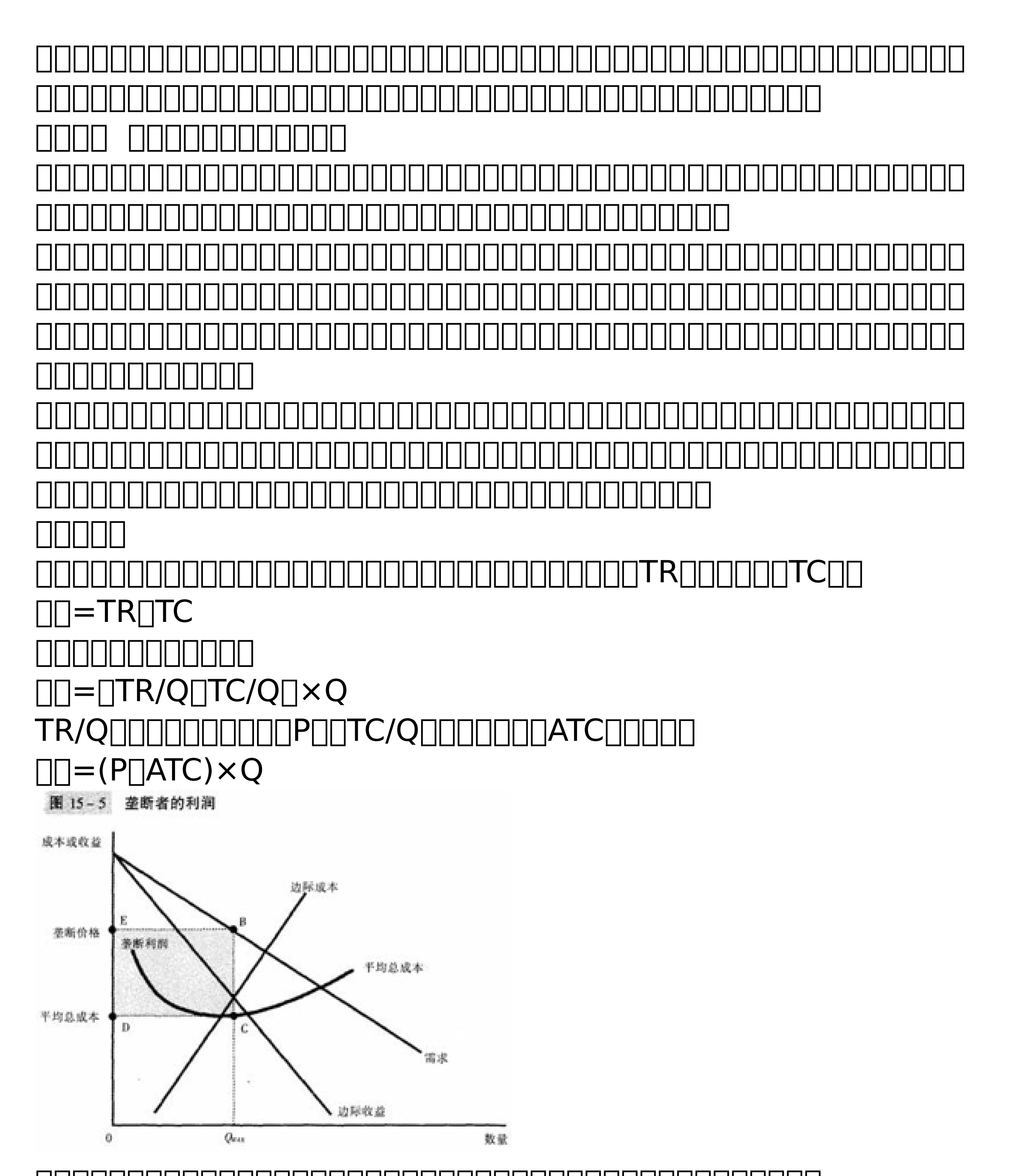


图 15－5 垄断者的利润

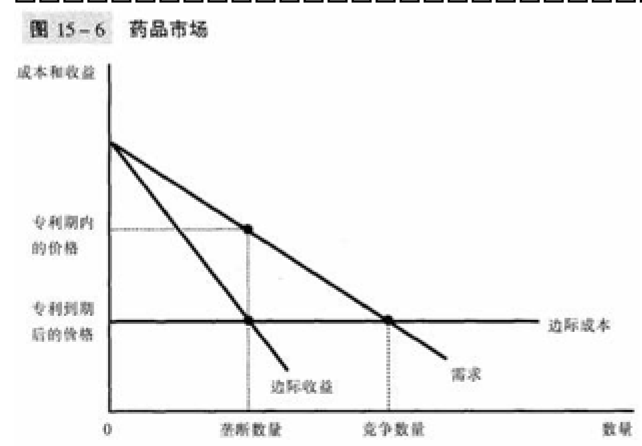


图 15－6　药品市场

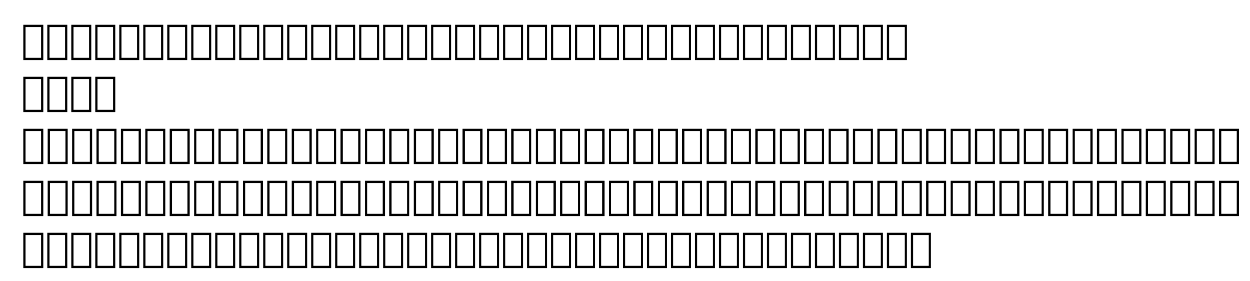
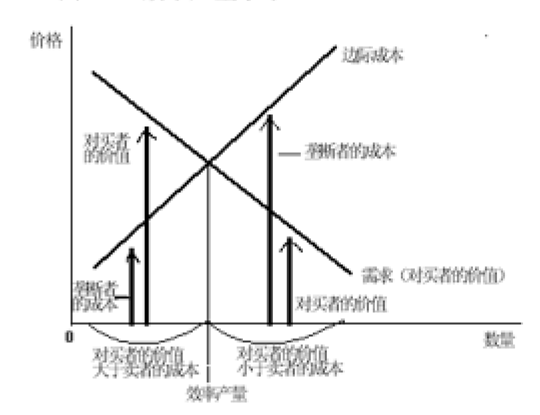
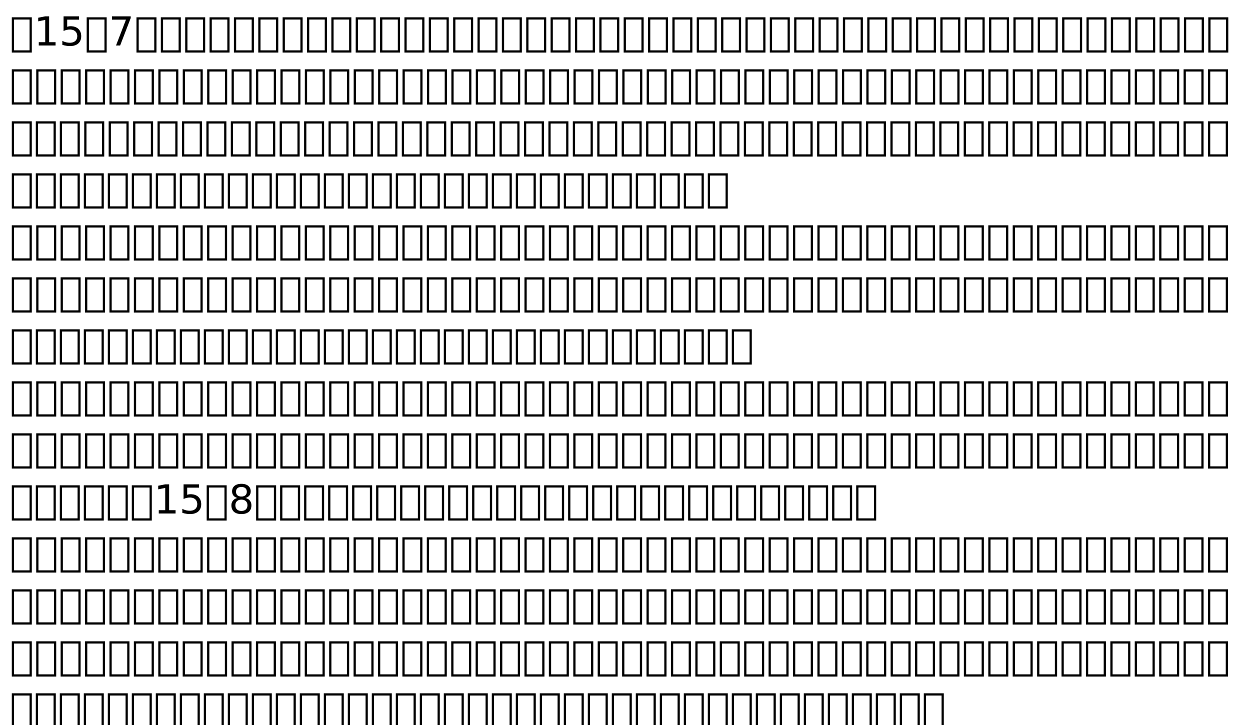


图15-7 效率产量水平



价格
边际成本
对买者的价值
垄断者的成本
需求（对买者的价值）
垄断者的成本
对买者的价值
0
数量
对买者的价值大于卖者的成本
对买者的价值小于卖者的成本
效率产量



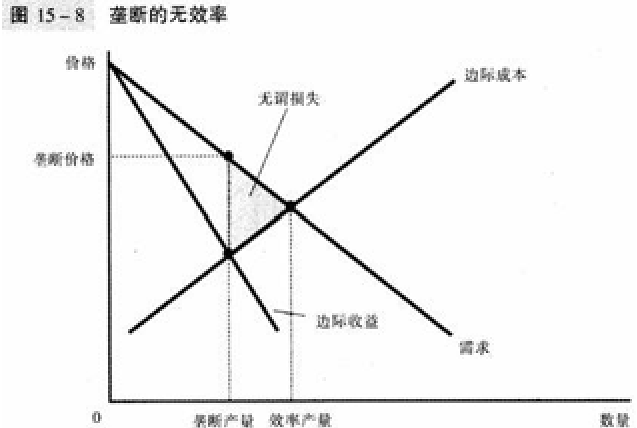


图 15－8 垄断的无效率

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◎[illegible]

◎[illegible]

[illegible]

[illegible]1994[illegible]

[illegible]1890[illegible]“[illegible]”[illegible]1914[illegible]“[illegible]”

[illegible]1984[illegible]AT[illegible]T[illegible]

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[illegible]

[illegible]

[illegible]15[illegible]9[illegible]

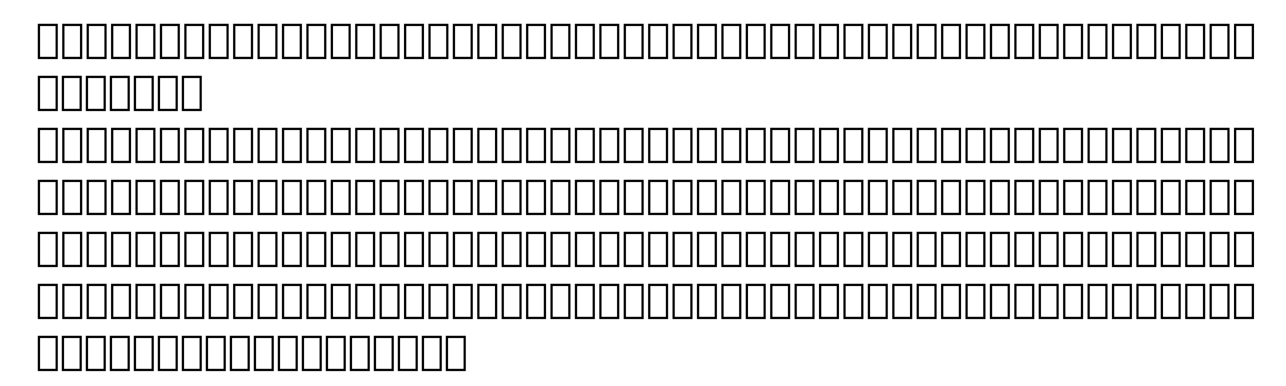
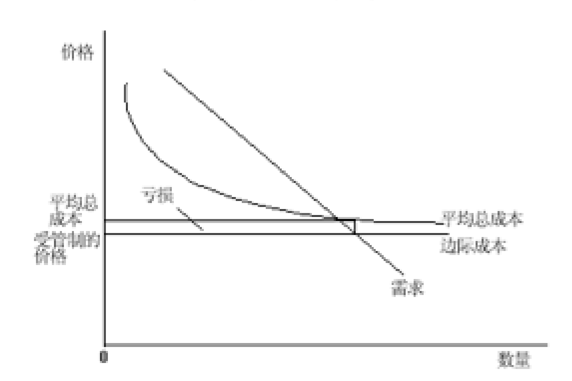


图15-9 自然垄断的边际成本



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Mark Abels “ ”

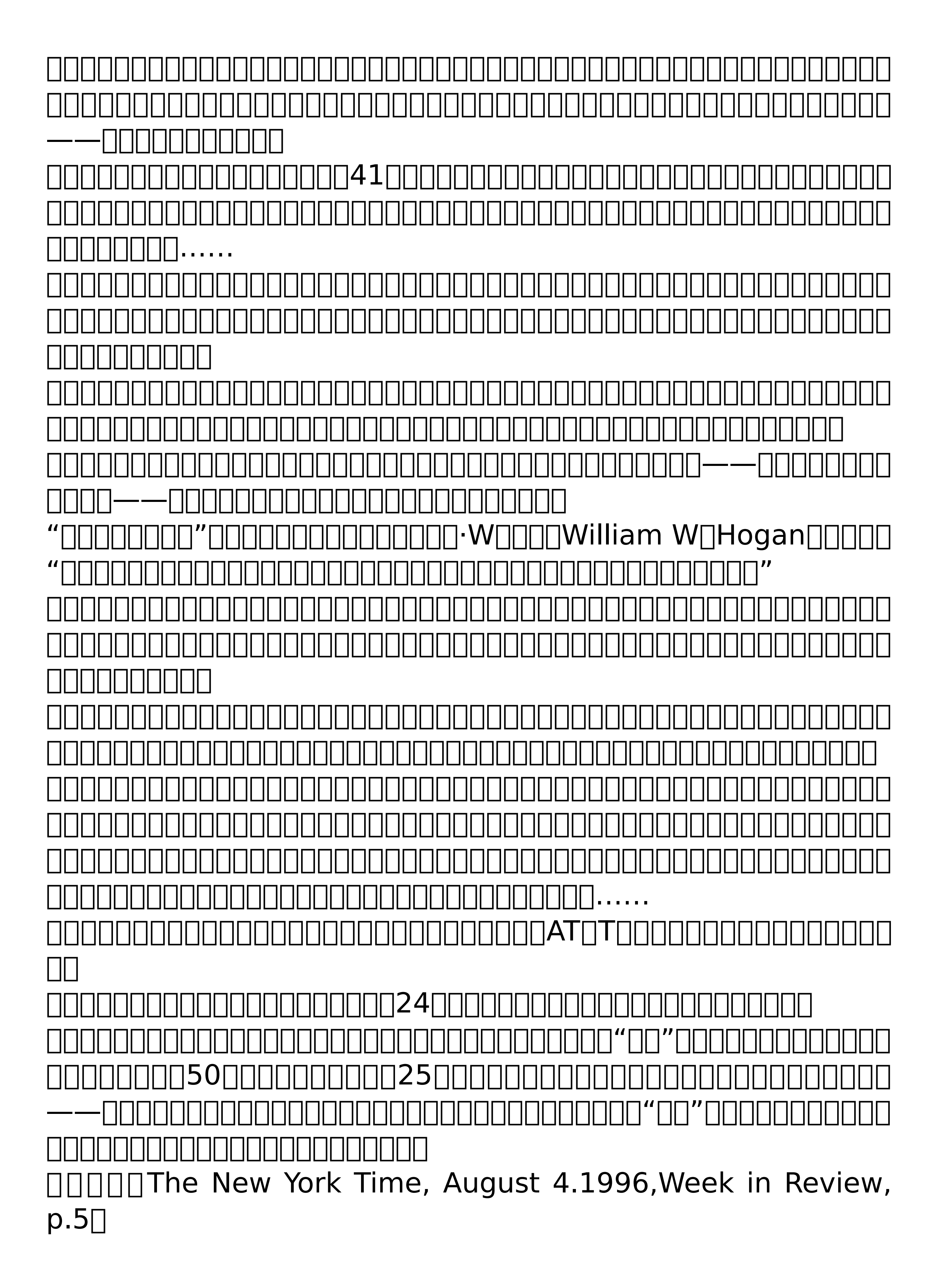
The New York Times, December l9. l996, p. D2

·George Stigler

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“ ” “ ”

·



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[illegible]200[illegible]200[illegible]

[illegible]10[illegible]30[illegible]40[illegible]5[illegible]

[illegible]10[illegible]30[illegible]50[illegible]5[illegible]30[illegible]10[illegible]300[illegible]100[illegible]5[illegible]50[illegible]250[illegible]50[illegible]30[illegible]40[illegible]

[illegible]40[illegible]5[illegible]200[illegible]

[illegible]

[illegible]10[illegible]30[illegible]40[illegible]5[illegible]300[illegible]200[illegible]500[illegible]300[illegible]30[illegible]100[illegible]

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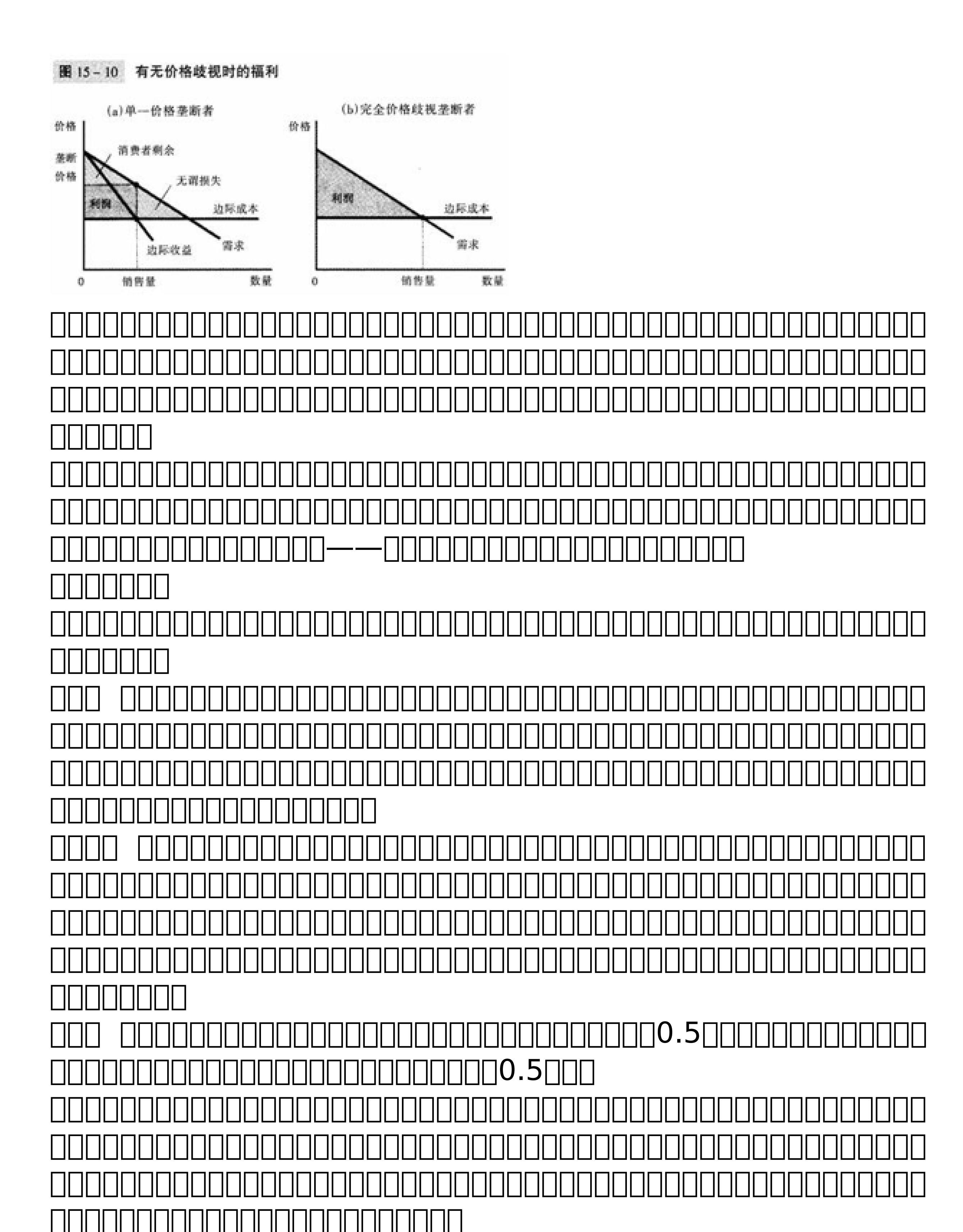
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[illegible]15[illegible]10[illegible]a[illegible]b[illegible]


图 15－10 有无价格歧视时的福利
(a)单一价格垄断者
价格
垄断
价格
消费者剩余
无谓损失
利润
边际成本
边际收益
需求
0
销售量
数量
(b)完全价格歧视垄断者
价格
利润
边际成本
需求
0
销售量
数量

[illegible] [illegible]

[illegible] [illegible]0.5[illegible]5[illegible]

[illegible] [illegible]◎[illegible]

[illegible] [illegible]

[illegible]·[illegible]Robert Barro[illegible]

[illegible]

[illegible]·J[illegible] [illegible]

[illegible]

1[illegible]

2[illegible]

3[illegible]

4[illegible]

5[illegible]NCAA[illegible]

[illegible]

[illegible]

[illegible]

[illegible]1973[illegible]80[illegible]

[illegible]

[illegible]1973[illegible]1986[illegible]……

[illegible]

[illegible]·[illegible]

[illegible]……[illegible]

[illegible]

[illegible]——[illegible]——[illegible]

[illegible]……

[illegible]“[illegible]”[illegible]

[illegible]NBA[illegible]

[illegible]——[illegible]——[illegible]

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The Wall Street Journal,August 27,l99l,p.A12.

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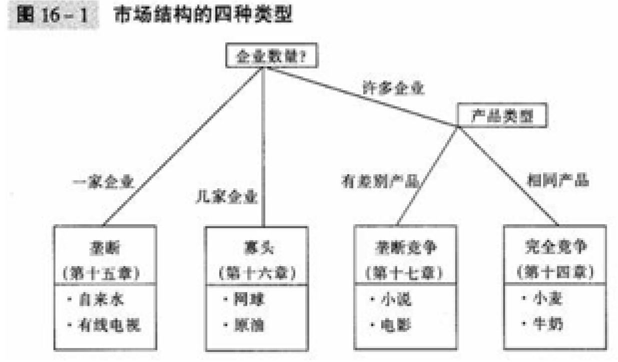


图 16－1 市场结构的四种类型

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[illegible]([illegible])	[illegible]([illegible])	[illegible]([illegible])
0	120	0
10	110	1100
20	100	2000
30	90	2700
40	80	3200
50	70	3500
60	60	3600
70	50	3500
80	40	3200
90	30	2700
100	20	2000
110	10	1100
120	0	0

[illegible]

[illegible]

[illegible]

[illegible]120[illegible]

[illegible]16[illegible]l[illegible]60[illegible]60[illegible]120[illegible]

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[illegible]

[illegible]

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图 16—2 囚犯的两难处境

克鲁德的决策 \ 波宁的决策	坦白	保持沉默
坦白	●每人 8 年	●波宁 20 年 ●克鲁德自由
保持沉默	●波宁自由 ●克鲁德 20 年	●每人 1 年

[illegible]

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图 16—3 寡头博弈

		伊拉克的决策：高产量	伊拉克的决策：低产量
伊朗的决策	高产量	●各国得到 400 亿美元	●伊拉克得到 300 亿美元 ●伊朗得到 600 亿美元
	低产量	●伊拉克得到 600 亿美元 ●伊朗得到 300 亿美元	●各国得到 500 亿美元

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图 16—5 广告博弈

骆驼的决策 \ 万宝路的决策	做广告	不做广告
做广告	●每家 30 亿美元利润	●骆驼得到 50 亿美元利润 ●万宝路得到 20 亿美元利润
不做广告	●骆驼得到 20 亿美元利润 ●万宝路得到 50 亿美元利润	●每家得到 40 亿美元利润

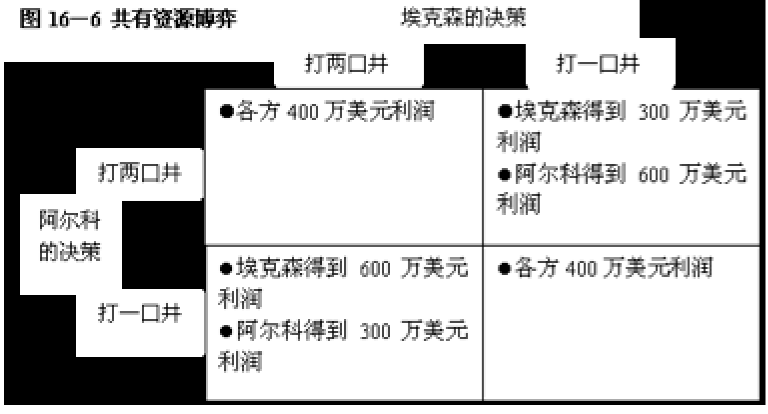


图 16—6 共有资源博弈

阿尔科的决策 \ 埃克森的决策	打两口井	打一口井
打两口井	●各方 400 万美元利润	●埃克森得到 300 万美元利润 ●阿尔科得到 600 万美元利润
打一口井	●埃克森得到 600 万美元利润 ●阿尔科得到 300 万美元利润	●各方 400 万美元利润

图 16—7 杰克和吉尔的寡头博弈

吉尔的决策 \ 杰克的决策	出售 40 加仑	出售 30 加仑
出售 40 加仑	●各方 1600 美元利润	●杰克得到 1500 美元利润 ●吉尔得到 2000 美元利润
出售 30 加仑	●杰克得到 2000 美元利润 ●吉尔得到 1500 美元利润	●各方 1800 美元利润

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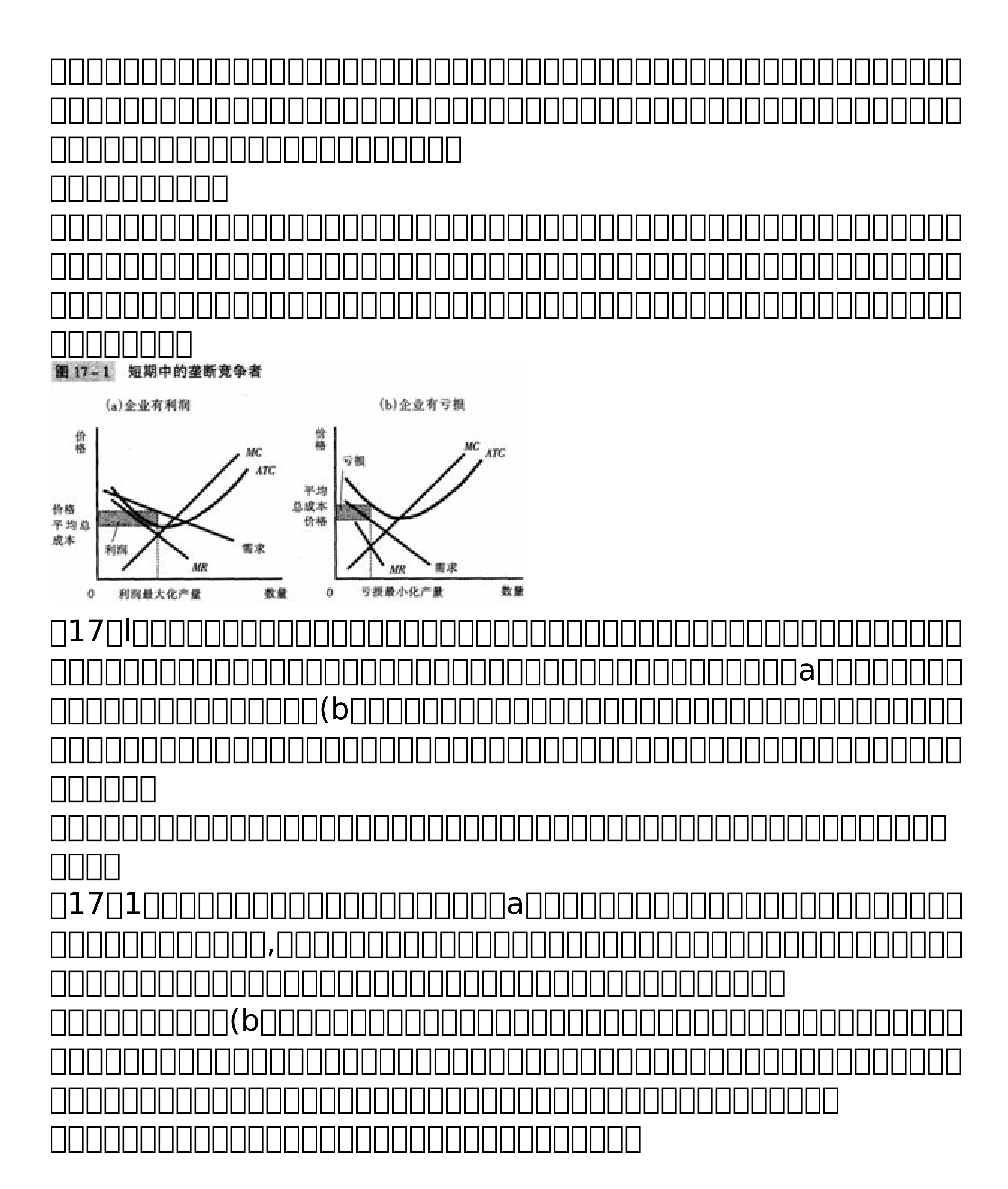
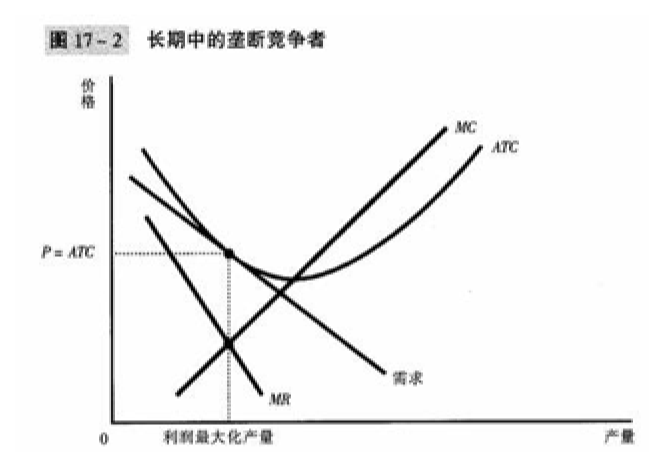


图17-1 短期中的垄断竞争者



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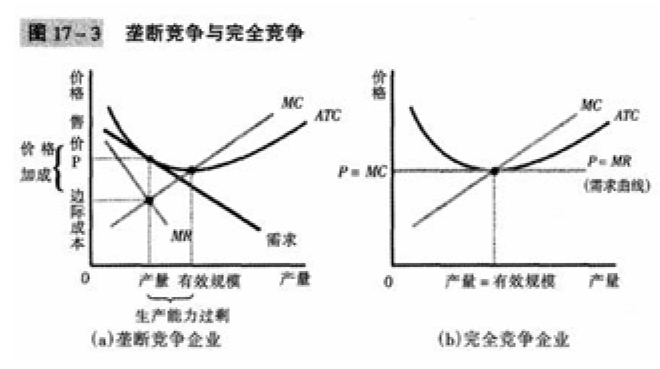
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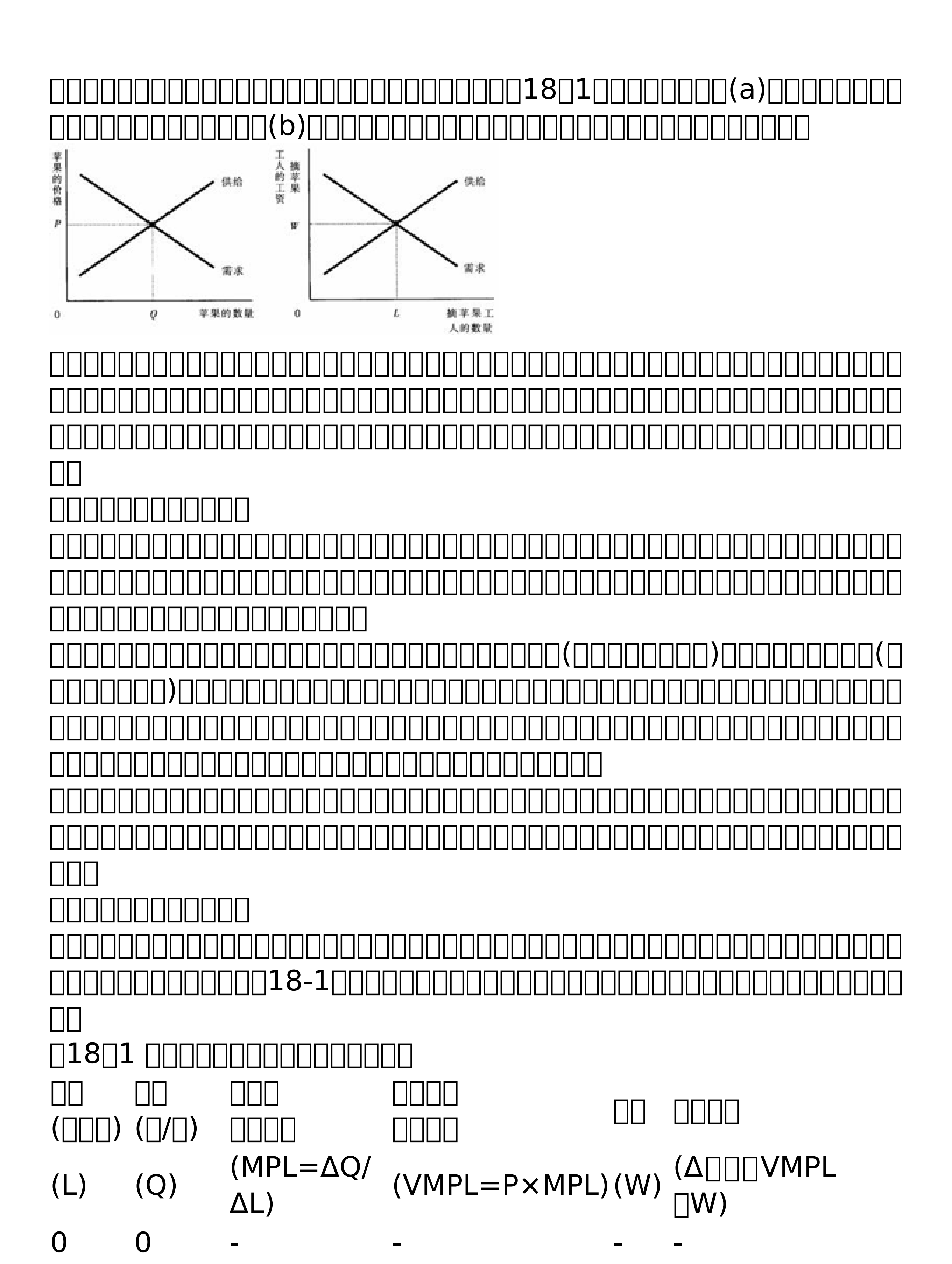
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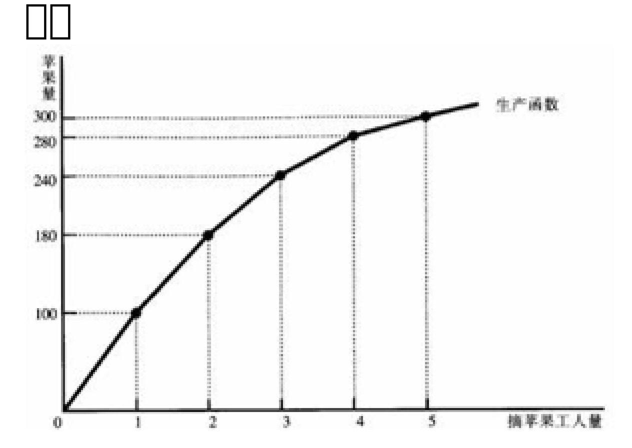
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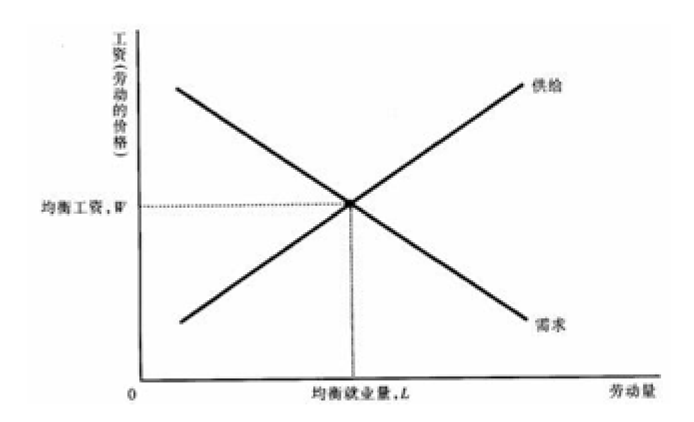
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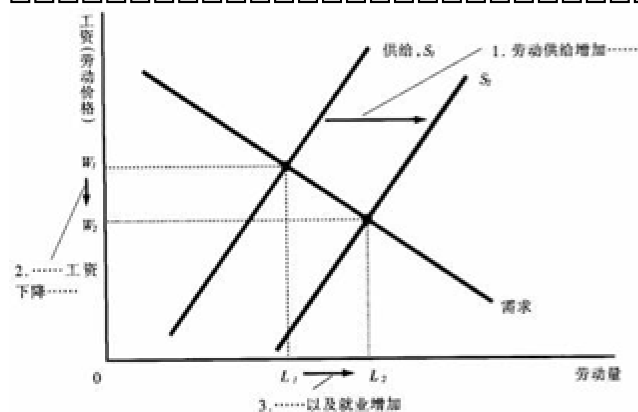
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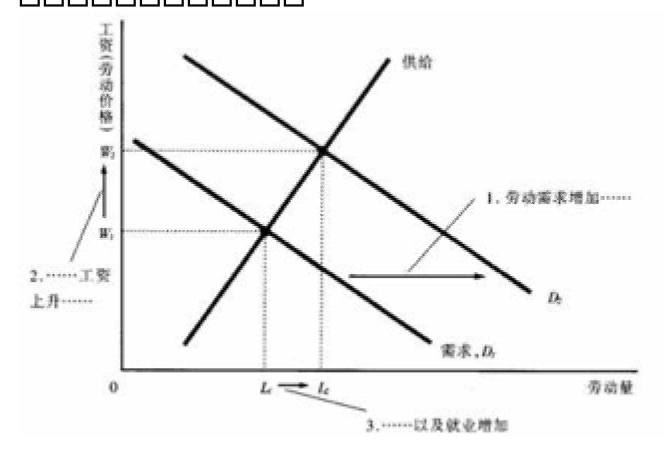
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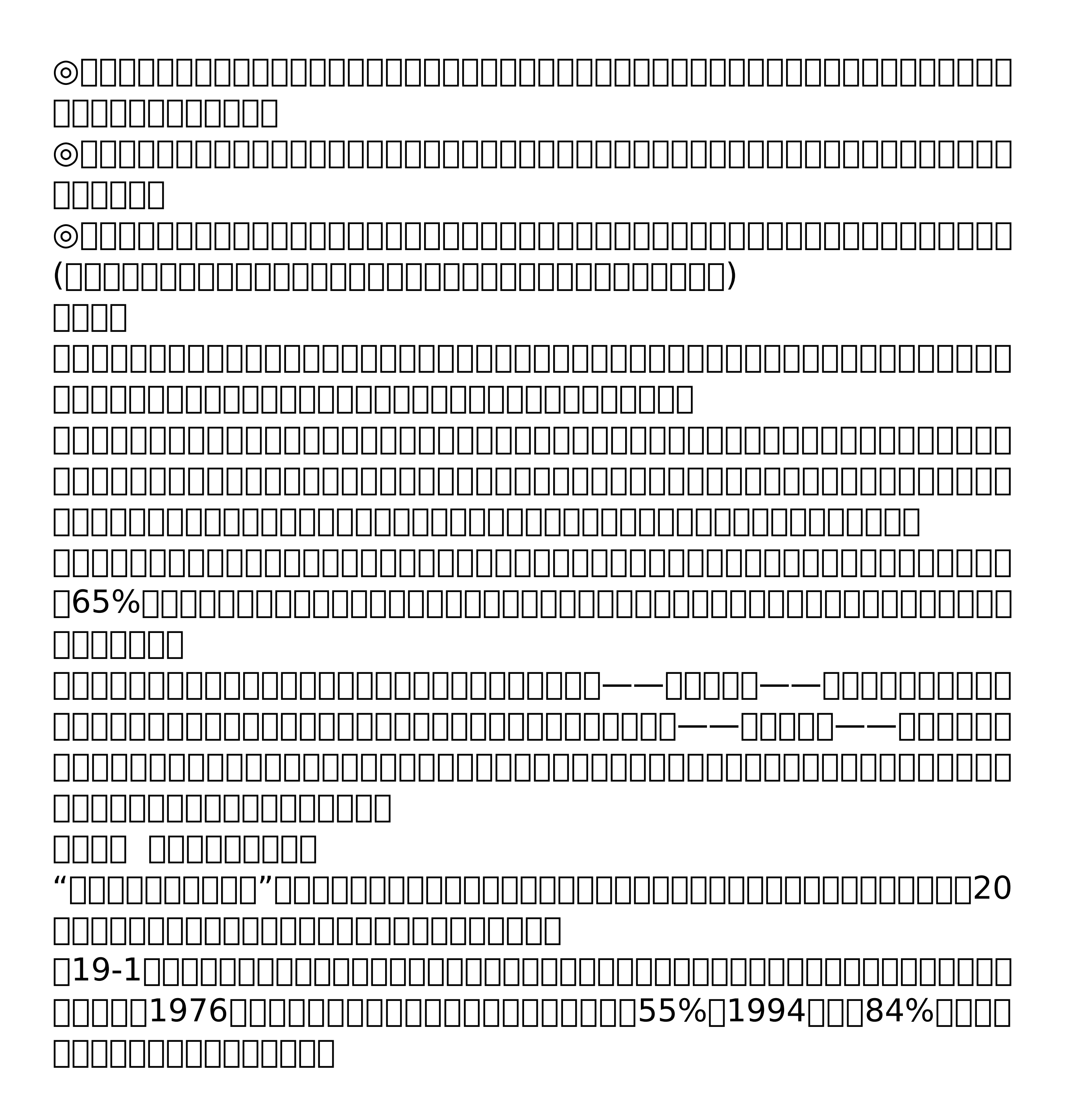
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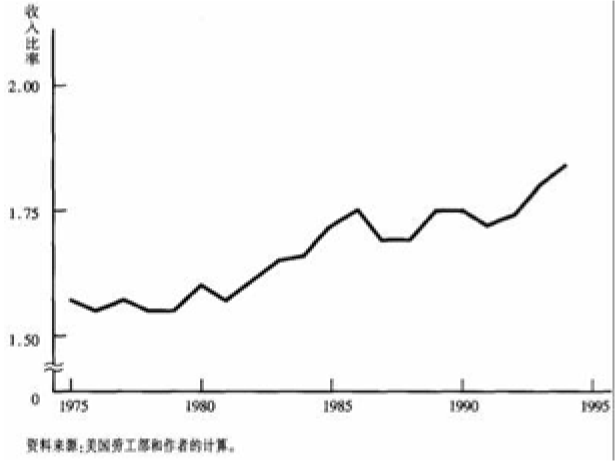
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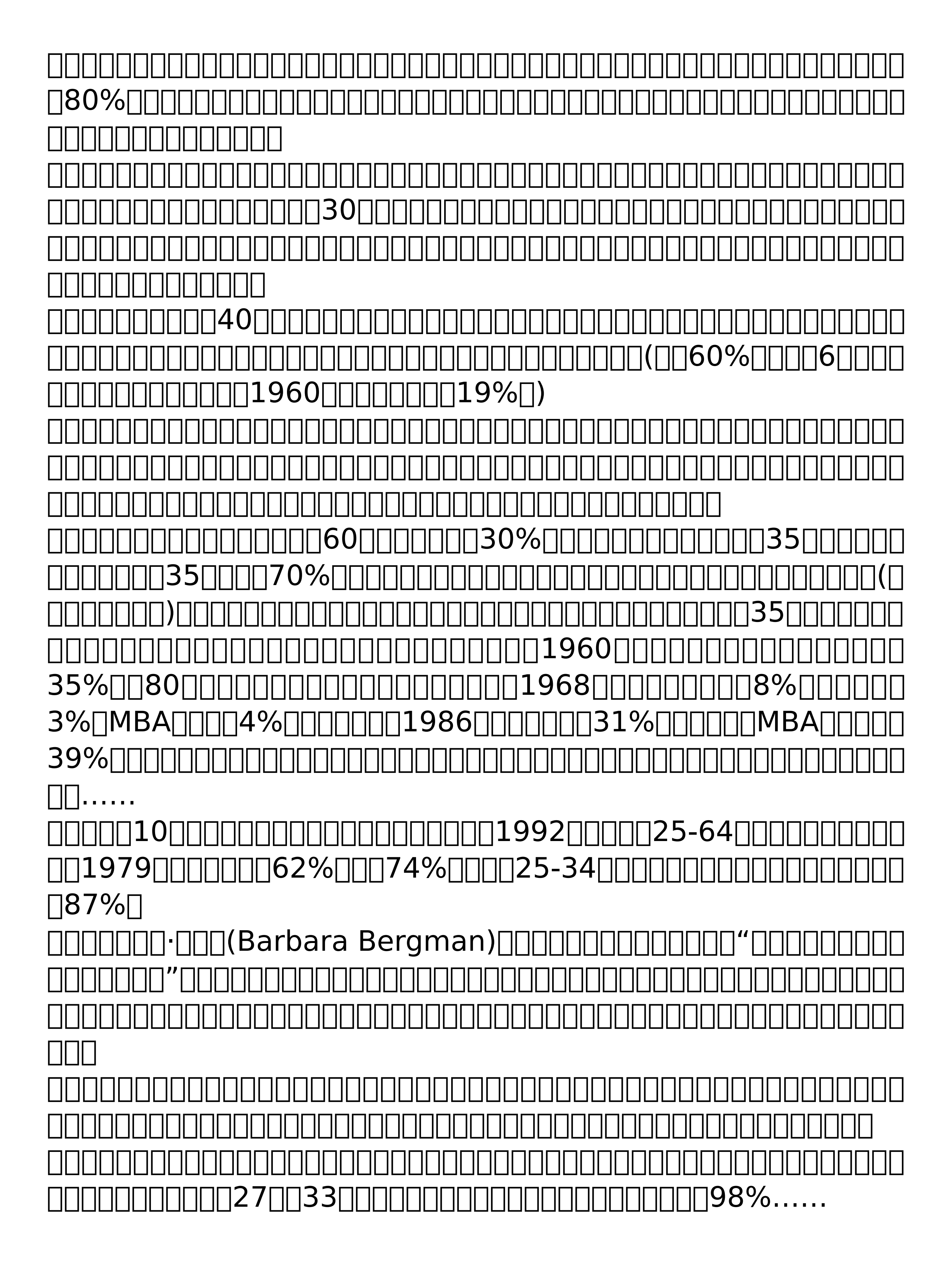
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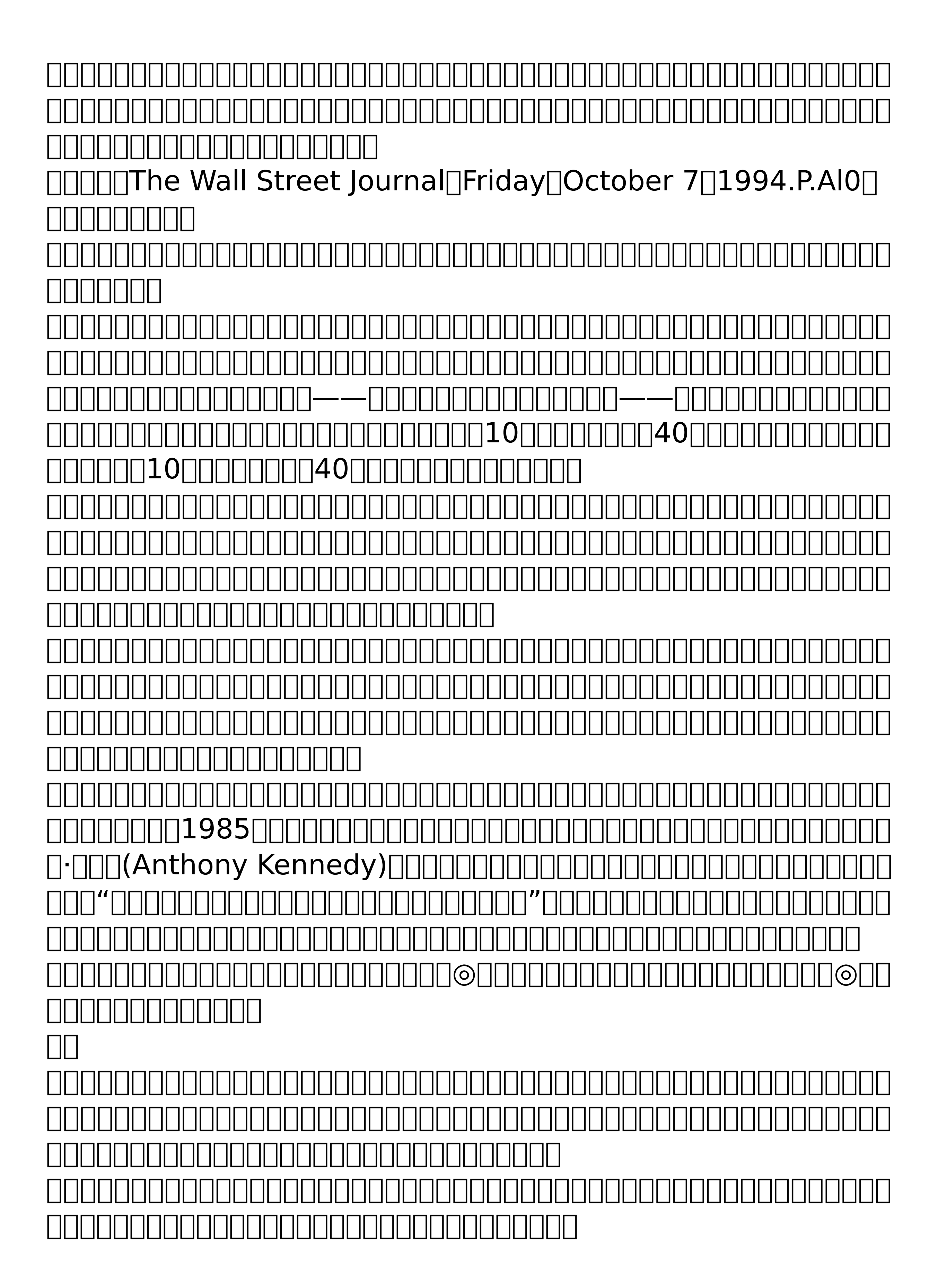
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The Wall Street Journal, Friday, October 7, 1994.P.Al0

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1994	4.2	10.0	15.7	23.3	46.9	20.1
1990	4.6	10.8	16.6	23.8	44.3	17.4
1980	5.2	11.5	17.5	24.3	41.5	15.3
1970	5.5	12.2	17.6	23.8	40.9	15.6
1960	4.8	12.2	17.8	24.0	41.3	15.9
1950	4.5	12.0	17.4	23.4	42.7	17.3
1935	4.1	9.2	14.1	20.9	51.7	26.5

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□□	7.4	12.3	16.3	21.8	42.2
□□	6.4	11.0	16.4	24.4	41.8
□□	4.7	11.0	17.4	25.0	41.9
□□	4.6	10.0	16.8	24.3	44.3
□□□	4.1	7.8	12.3	19.9	55.9
□□	2.1	4.9	8.9	16.8	67.5

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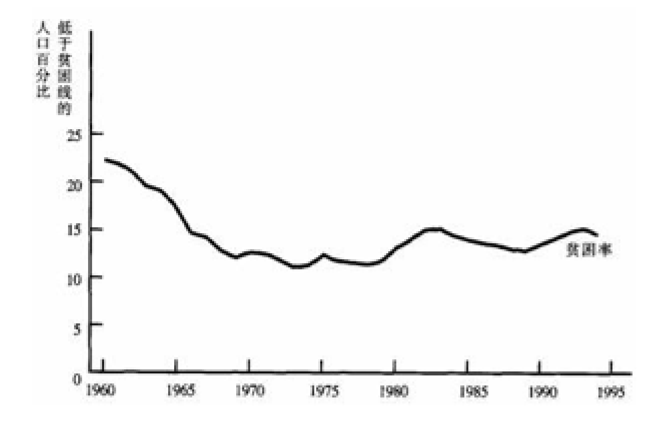
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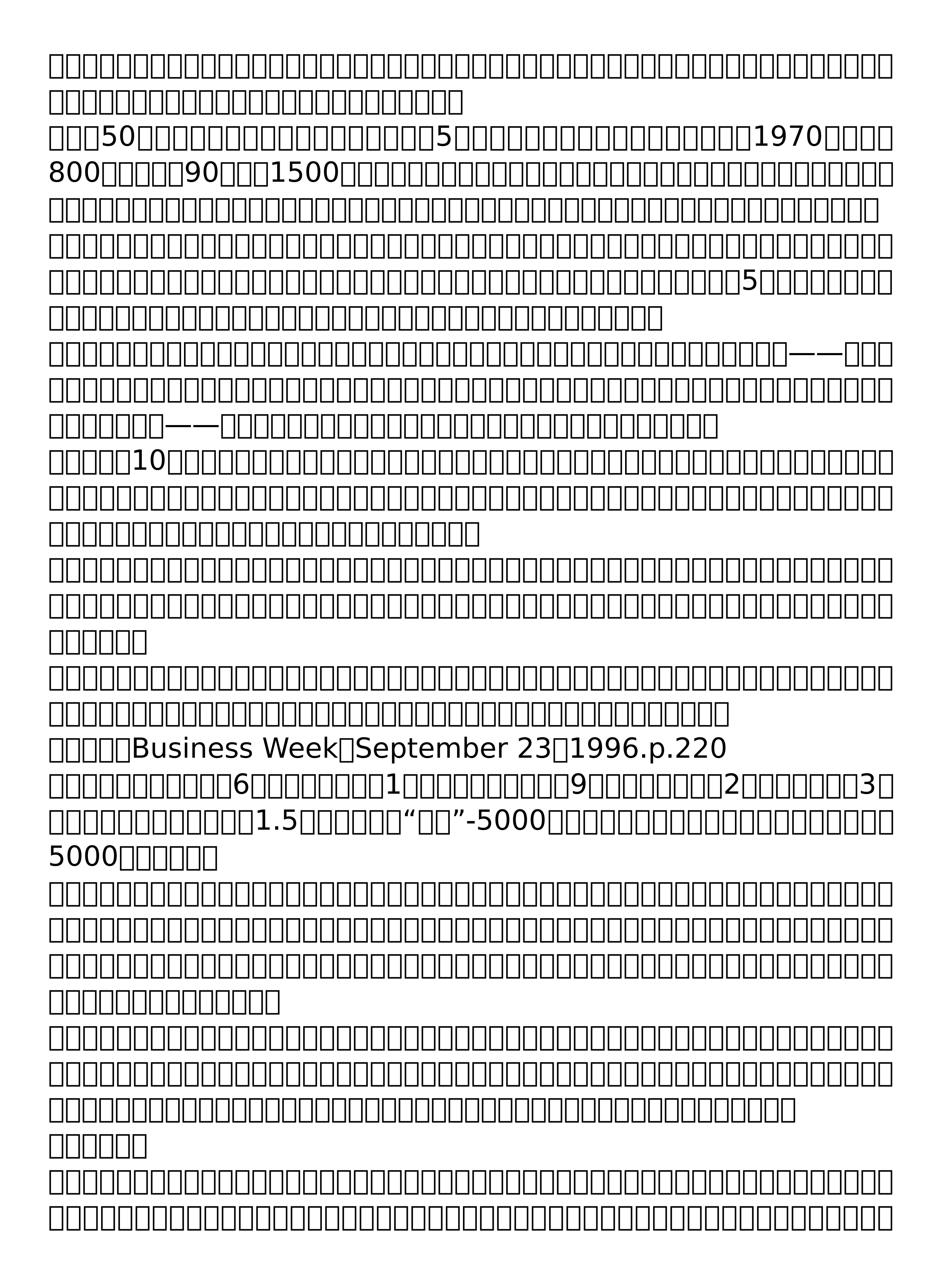
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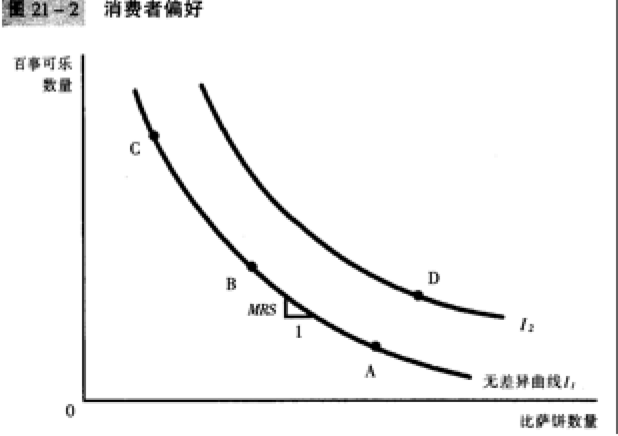
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□21□1□□
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□□□90□□□□□50□□□□□□□□□□□□□□□□□□□□□□□□□□1000□□□

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0	100	0	1000	1000
50	90	100	900	1000
100	80	200	800	1000
150	70	300	700	1000
200	60	400	600	1000
250	50	500	500	1000
300	40	600	400	1000
350	30	700	300	1000
400	20	800	200	1000
450	10	900	100	1000
500	0	1000	0	1000

□21-1□□
3□□□□A□□□□□□□□□□□□□□100□□□□□□B□□□□□□□□□□□□500□□□□□
□□□C□□□□□□50□□□□□250□□□□□□□C□□□□AB□□□□□□□□□□□□□□□
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图 21－2 消费者偏好
百事可乐数量
C
B
D
MRS
1
A
I2
无差异曲线 I1
0
比萨饼数量

[illegible]
(MRS)[illegible]

[illegible]21-2[illegible]

[illegible]D[illegible]A[illegible]D[illegible]A[illegible]D[illegible]
D[illegible]C[illegible]D[illegible]D[illegible]C[illegible]

[illegible]

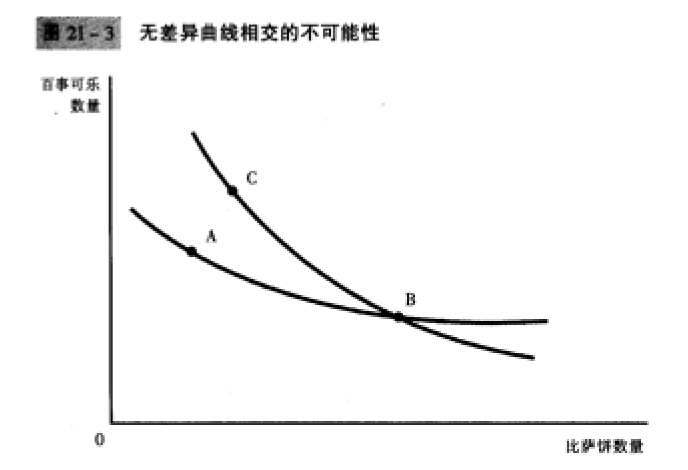
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◎[illegible]2[illegible]

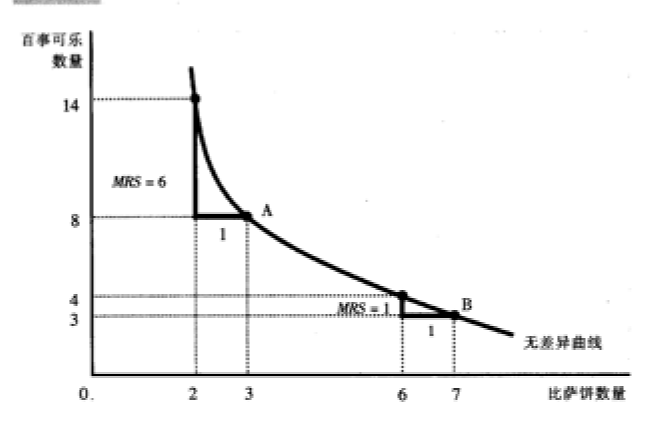
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[illegible]A[illegible]B[illegible]B[illegible]C[illegible]C[illegible]A[illegible]C[illegible]

图 21-3 无差异曲线相交的不可能性



◎[illegible]4[illegible]—[illegible]MRS[illegible]21-4[illegible]A[illegible]6[illegible]6[illegible]B[illegible]


图 21-4 凸向原点的无差异曲线



[illegible]

[illegible]

[illegible] [illegible]10[illegible]5[illegible]

[illegible]10[illegible]2[illegible]5[illegible]10[illegible]5[illegible]1[illegible]10[illegible]2[illegible]5[illegible]10[illegible]5[illegible]——2[illegible]

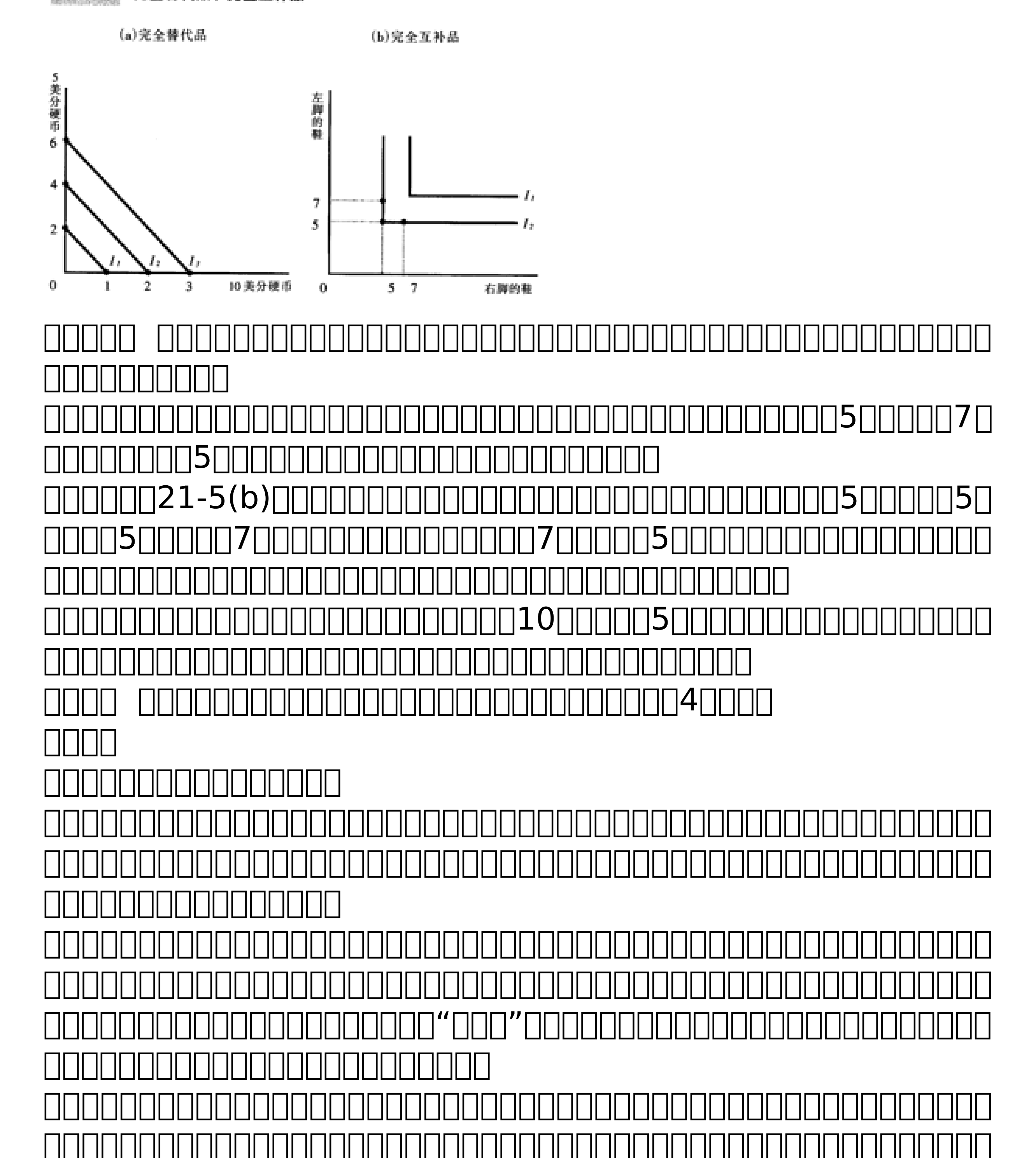


图 21-5 完全替代品和完全互补品

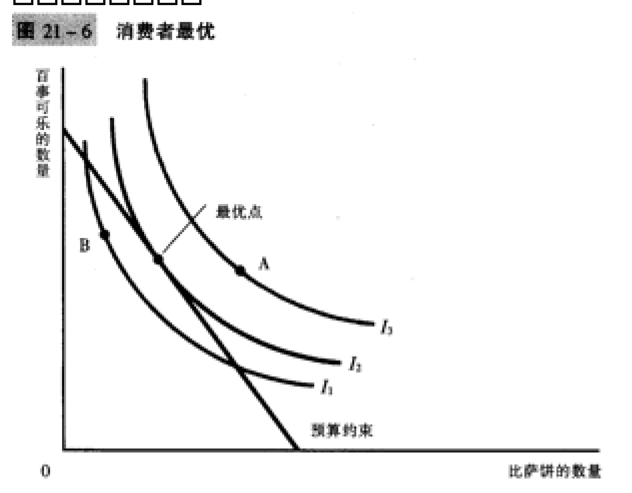


图 21－6 消费者最优

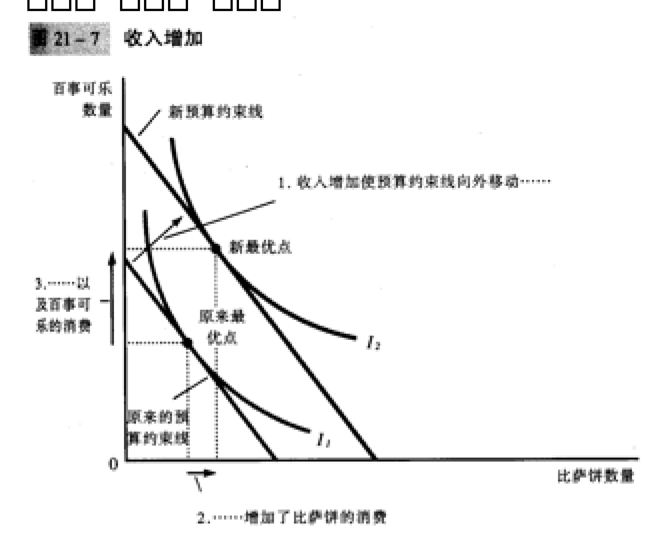


图 21-7 收入增加

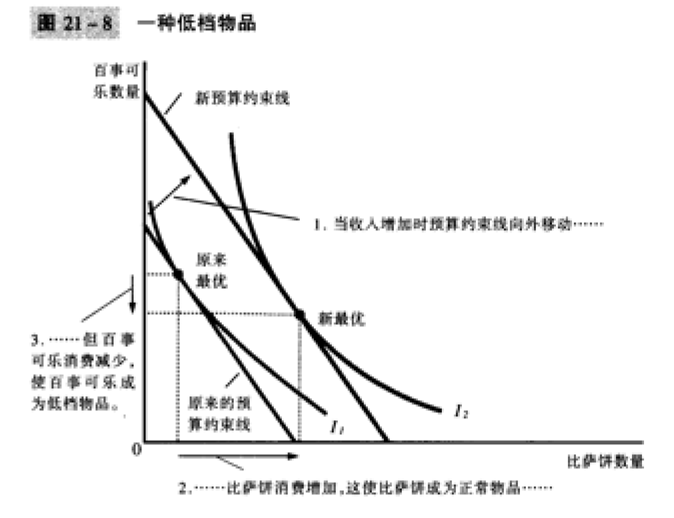


图 21-8 一种低档物品

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2□□1□□□□□1□□1□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□
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□21-9□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□1000□□□□□□□□□□□
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图21－9 价格变动

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□□□
□□□□2□□□□□1□□□□□□□□□□□□□10□□□□□□□□10□□□□□□□□□5□□□1
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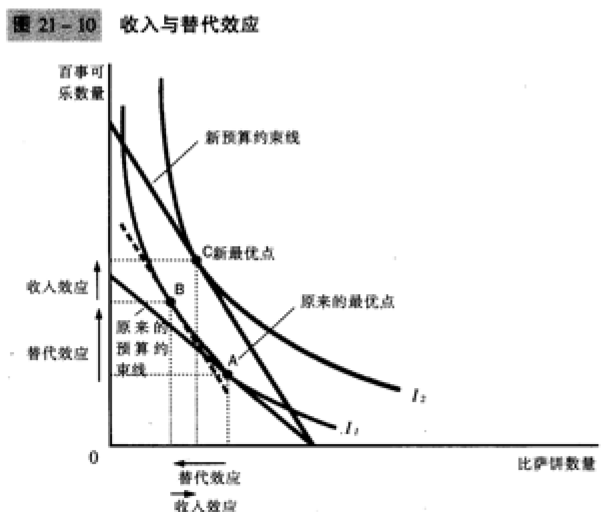


图 21－10 收入与替代效应

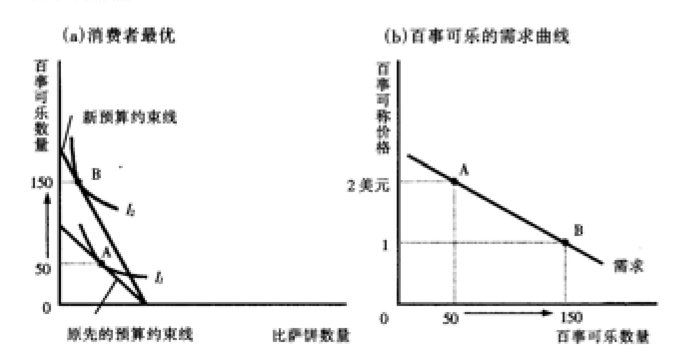
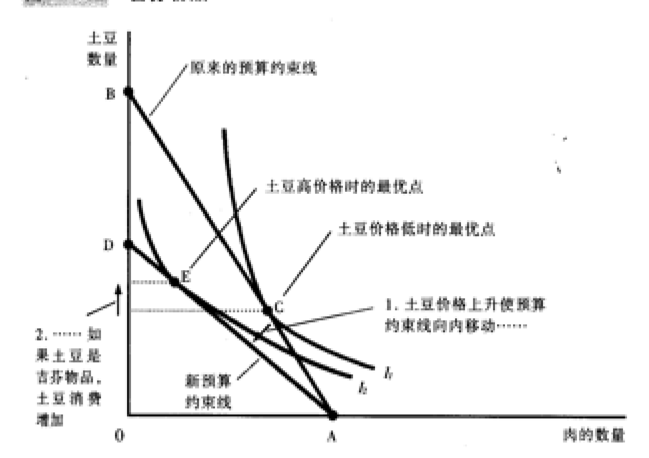
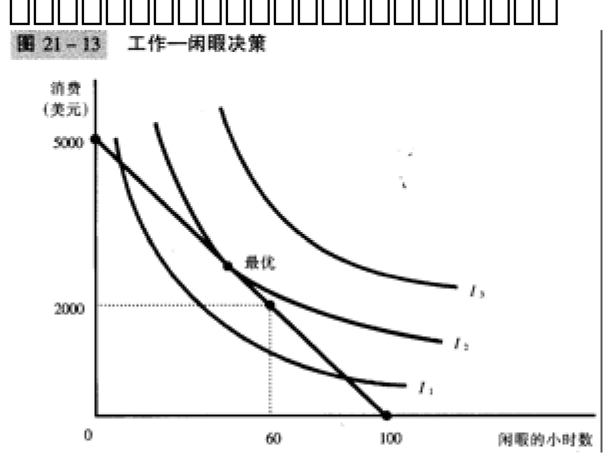

图 21－11　需求曲线的推导
(a)消费者最优
(b)百事可乐的需求曲线
百事可乐数量
新预算约束线
B
150
50
A
0
原先的预算约束线
比萨饼数量
百事可称价格
2美元
1
需求
50
150
百事可乐数量



图 21-12 吉芬物品


土豆
数量
原来的预算约束线
B
土豆高价格时的最优点
土豆价格低时的最优点
D
E
C
1. 土豆价格上升使预算约束线向内移动……
2. …… 如果土豆是吉芬物品，土豆消费增加
新预算约束线
I2
I1
0
A
肉的数量

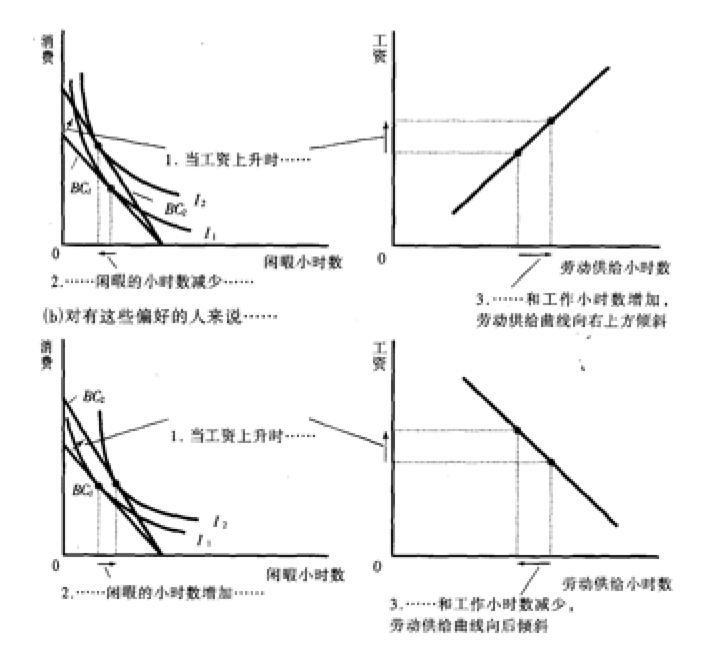

图 21-13 工作—闲暇决策
消费
(美元)
5000
2000
最优
I3
I2
I1
0
60
100
闲暇的小时数

[illegible]100[illegible]——[illegible]50[illegible]50[illegible]

[illegible]21-13[illegible]100[illegible]100[illegible]5000[illegible]40[illegible]60[illegible]2000[illegible]

[illegible]21-13[illegible]“[illegible]”[illegible]50[illegible]“[illegible]”[illegible]I2[illegible]

[illegible]50[illegible]60[illegible]21-14[illegible]BC1[illegible]BC2[illegible]



[illegible](a)[illegible](b)[illegible]

[illegible]J[illegible]21-14[illegible]a)[illegible]

[illegible]b)[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible] [illegible]

[illegible]

[illegible]6[illegible]5[illegible]

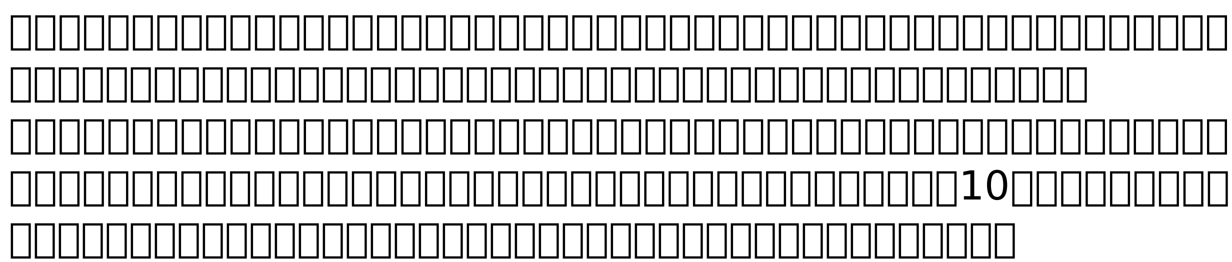
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[illegible]

[illegible]5[illegible]25%[illegible]9%[illegible]100[illegible]40%[illegible]

[illegible]1993[illegible]5[illegible]15[illegible]2.5[illegible]4[illegible]19[illegible]·[illegible]Andrew Carnegie[illegible]“[illegible]”[illegible]

[illegible]



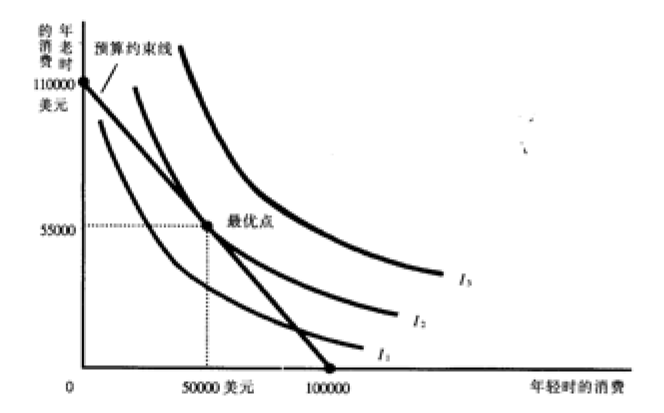


图 21-15 消费储蓄决策

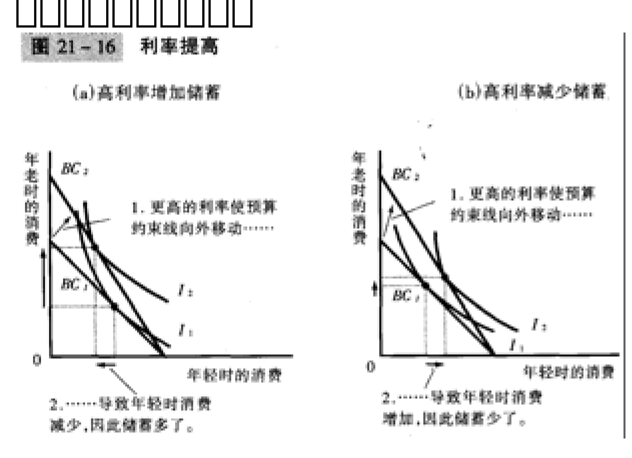
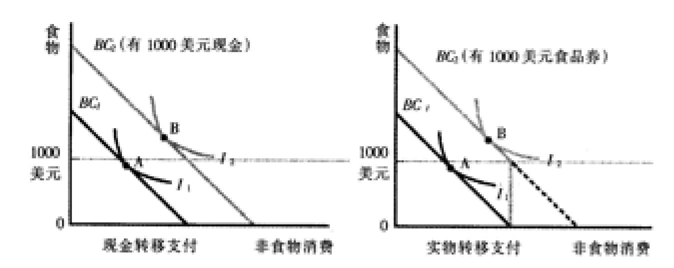


图 21-16 利率提高

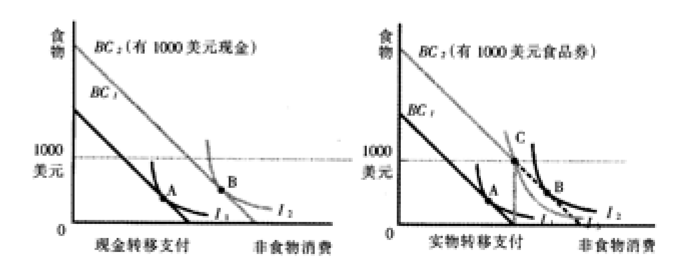
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[illegible]1000[illegible]
[illegible]21-17[illegible]
[illegible]
[illegible]1000[illegible]
[illegible]1000[illegible]

图 21－17 现金与实物转移支付

(a)预算约束不受限制



(b)预算约束受限制



[illegible]

[illegible]

[illegible]

[illegible]

◎[illegible]

◎[illegible]——[illegible]

◎[illegible]

◎[illegible]

◎[illegible]

[illegible]